SAREP funds ag marketing grants

by David Chaney and Gail Feenstra, SAREP

Five projects ranging from the development of a virtual farmers market Web site for Northern California growers to research on how Southeast Asian farmers near Sacramento can capitalize on the high quality of their produce at farmers markets are two of five projects funded for a total $73,441 by the Davis-based University of California Sustainable Agriculture Research and Education Program (UC SAREP).

“We’re happy to fund grants that will help California farmers develop innovative marketing strategies,” said Tom Tomich, UC SAREP director and director of UC Davis Agricultural Sustainability Institute. “Farmers have always been pressured by the costs of production. Now there is increasing competition from low-priced imports. However, we think our state’s producers are positioned to gain a competitive advantage by providing superior products, in terms of taste, freshness and safety.”

Gail Feenstra, SAREP food systems analyst, noted that “seed” funding for innovative food systems projects contribute to long-term impacts that are changing the face of food and agriculture in the state.” Impacts from these kinds of projects include:

• Educating the urban population about the importance of regional agriculture and providing opportunities for connecting growers and consumers.
• Piloting innovative distribution strategies for supplying schools and other institutions.

See GRANT on p.2
tions with fresh, locally grown produce.
• Scaling up direct marketing options such as CSAs so that many more producers and consumers can benefit.
• Involving limited resource farmers in marketing and distribution systems that retain value so that farmers get a higher price for their products in competitive, regional markets.
• Exploring new direct markets for traditional, commodity crops.

“The food system of the future will require that we work together to develop sustainable production, marketing, distribution and consumption patterns,” Feenstra said.”

Funded projects include:

PlacerGROWN Collaborative Community Supported Agriculture Project

Roger Ingram, UC Cooperative Extension, Placer County. (530) 889-7385, risingrant@ucdavis.edu $20,250

The goal of this project is to expand the PlacerGROWN Collaborative Community Supported Agriculture (CSA) pilot project. Objectives are to increase the number of members in the CSA from 25 to 75 and to extend the marketing season from eight to 12 weeks. The project team will provide technical assistance and logistical support for the growers participating in the pilot program. In addition, the team will create a business plan that can be used as a template by other groups of growers or counties who are exploring or developing cooperative CSAs.

Evaluating Farmers Market Opportunities for Southeast Asian Growers in Sacramento County

Chuck Ingels, UC Cooperative Extension, Sacramento County. (916) 875-6913, caingels@ucdavis.edu $13,276

This project addresses marketing challenges faced by Southeast Asian farmers, particularly related to farmers markets. Building on previous research, the project team will take a closer look at how farmers markets may provide a viable market niche for this segment of farmers in Sacramento County. Research will explore possible barriers to entry into farmers markets, and explore opportunities and strategies for Southeast Asian growers to increase participation and success with farmers markets.

Direct Market Potential of Five Heirloom Dry Bean Varieties

Rachael Long, UC Cooperative Extension, Yolo County. (530) 666-8143, rflong@ucdavis.edu $15,070

This study examines the potential for direct marketing of heirloom dry beans. Five heirloom varieties have already been identified based on color, attractiveness, and production factors such as yield and pest resistance. Market potential of the five bean types will be evaluated in three regions: the San Francisco Bay Area, Yolo County and Humboldt County. A combination of surveys and interviews will be used to assess the experiences and attitudes of growers of test seed, producers who direct market the product, and consumers. Primary direct marketing channels for the dry beans to be considered in this project are farmers markets and CSAs.

Northwest California Web Based Marketing Project

Deborah Giraud, UC Cooperative Extension, Humboldt-Del Norte counties. (707) 445-7351, ddgiraud@ucdavis.edu $14,845

This project will develop a virtual farmers market Web site that will expand marketing opportunities for producers in Northwest California. The Web site will provide a centralized location for participating growers to list the products they have available, and a mechanism for contacting sellers who will coordinate delivery. Purchasers may include institutional customers as well as individual consumers, who will benefit by receiving next-day product deliveries either from the farm, at local distribution points, or through other distributors. The project will encompass a three-county area and be developed in coordination with the Community Alliance with Family Farmers (CAFF) Growers Collaborative.

Solano Counties Agricultural Sustainability at the Crossroads: Working Together to Make Choices That Work

Carole Paterson, UC Cooperative Extension, Solano County. (707) 784-1125, capaterson@ucdavis.edu $10,000

This project is part of larger county-wide effort to strengthen agriculture in Solano County. Through previous work, the project team has established that there is interest in establishing a Solano County brand to help promote and market locally grown products. This grant will fund the development of the brand. The logo and marketing program will be developed through surveys and focus groups involving consumers and producers. In addition, the project will hold a series of educational workshops for Solano County farmers and ranchers that will help them evaluate their products, effectively use marketing tools that are being tested, understand and identify consumer preferences for sustainably produced food, and increase communication skills with each other and with consumers and the wider community.
Soil, water and energy on the farm are the focus of the 19th annual field day of a UC sustainable agriculture project. The UC Davis Sustainable Agriculture Farming Systems (SAFS) project event will take place this year on a cooperating grower’s farm in Woodland. Project team members representing more than 20 faculty, Cooperative Extension researchers, graduate students and growers participating in SAFS experiments will highlight research results at Muller and Sons Farm on June 22.

The SAFS field day sign-in is at 8 a.m. Participants will board buses to tour fields with subsurface drip irrigation, water runoff research equipment, and corn and tomatoes. Researchers will discuss the soil food web, weed management in conservation tillage, water management and runoff, carbon management, the economics of alternative farming systems, and Yolo County crop production.

A grower panel, one of the event’s traditional highlights, will address energy and water use on the farm before lunch. Keynote speaker Tom Tomich will talk about “Agricultural sustainability in action: Farmers as part of the team.” The field day is scheduled to adjourn at 1 p.m.

The SAFS main project site is UCD’s Russell Ranch Sustainable Agriculture Facility, which is also home to the campus Long-Term Research in Agricultural Systems experiment. Both experiments are part of the UCD College of Agricultural and Environmental Sciences’ new Agricultural Sustainability Institute (ASI).

“The SAFS project is an example of the strong collaborations between UC’s excellent research staff and the extraordinary farmers of California,” said Tomich, ASI director and director of the statewide UC Sustainable Agriculture Research and Education Program (UC SAREP). The sustainable agriculture farming project began in 1988 with funding from UC SAREP.

William Horwath, SAFS project leader and UC Davis professor of land, air and water resources, noted that the original SAFS project, which compared conventional, low-input and organic management systems in traditional Central Valley rotations, developed a much clearer understanding of the economic opportunities for sustainable management. Some of the most important results from the original SAFS project showed how growers can reduce synthetic fertilizer inputs; how to manage cover crops, crop residue and soil organic matter; and how to manage weeds and pests with fewer pesticides, Horwath said.

“The project now has a different focus,” Horwath said. “We’re comparing the effects of conservation tillage and cover cropping on the way sediment, nutrients and pesticides are transported off conventional, cover-cropped and organic farming systems. We’re also looking at the tradeoff between ecological benefits and economic costs in a sustainable system. It is vital that we share our results with farmers and the broader agricultural community.”

Horwath said the project continues to rely on input from growers and farm advisors on the research team. The geographic scope of the project has expanded, with researchers taking measurements at farms in Yolo and Stanislaus counties to identify relationships between management practices and runoff in different areas. CALFED and Water Resource Board grants are funding a major portion of the work, with additional support from the Kearney Foundation of Soil Science, California Department of Food and Agriculture and Unilever-Best Foods.

Preregistration is requested by June 15. The $5 fee (growers and students are free) includes a seasonal lunch catered by the Buckhorn Steak & Roadhouse. PCA and CCA Continuing Education units are pending. Registration and directions are on the Web at http://safs.ucdavis.edu, or call (530) 754-6497, or e-mail sama@ucdavis.edu.

UC sustainable farming systems field day June 22 at Woodland Farm

by Lyra Halprin, SAREP/SAFS

Soil, water and energy on the farm are the focus of the 19th annual field day of a UC sustainable agriculture project. The UC Davis Sustainable Agriculture Farming Systems (SAFS) project event will take place this year on a cooperating grower’s farm in Woodland. Project team members representing more than 20 faculty, Cooperative Extension researchers, graduate students and growers participating in SAFS experiments will highlight research results at Muller and Sons Farm on June 22.

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Since joining the University of California in January, I have traveled widely in the state and beyond, meeting with farmers, ranchers, researchers, educators, extensionists, community activists, philanthropists, environmentalists, chefs, journalists, business leaders, public officials and many others who share a sense of the promise and urgency of building strong foundations for sustainable agriculture in our amazing state.

These passionate stakeholders don’t care what part of the university is helping to provide answers to the challenges of farming, ranching or forestry in a world with growing population, rapidly increasing consumption and changing climate—they just want the answers.

This has prompted me to see everything that I do in my roles as UC SAREP director and director of the UC Davis campus’ Agricultural Sustainability Institute (ASI) and as a UC Davis faculty member as supporting a single, huge mission: promotion of science and technology for a transition to a more sustainable agriculture and food system. Of course, no one could aspire to do this alone, and it is indeed fortunate that hundreds of colleagues contribute their efforts to UC sustainable agricultural initiatives.

Clearly, UC’s cornucopia of scientific talent for sustainable agriculture is more than any one individual can grasp. So I will call for assistance from talented and trusted people wherever I can. One of the first is Howard Ferris, a UC Davis nematologist who specializes in the underground world of soil organisms. He is acting as an interim deputy director of UCD’s Agricultural Sustainability Institute (ASI). Howard is quietly assisting me in establishing relationships with faculty and building interdisciplinary teams.

Because a lot of my attention currently is focused outside the Davis campus, Howard has been invaluable in helping to guide emerging campus collaborations. This is an important time for sustainability research and outreach, and Howard is outstanding in both areas. He will help me and collaborators in several campus and statewide programs extend the work of the ASI. Those groups include SAREP, the UCD Student Farm, and the UCD projects in Sustainable Agriculture Farming Systems (SAFS), Long Term Research on Agricultural Systems (LTRAS), and California Food and Fiber Futures (CF3).

We also are working hard with departmental colleagues to recruit world-class ASI-affiliated faculty. In addition to my own position (the WK Kellogg Chair and joint appointments in the Departments of Community Development, and Environmental Science and Policy), Johan Six has been hired as assistant professor, agroecology, Department of Plant Sciences. Ryan Galt will start his work as assistant professor, agricultural sustainability and society, Department of Human and Community Development in July. Johan Leveau will arrive in July 2008 to begin work as assistant professor, sustainable plant disease management/soil microbiology, Department of Plant Pathology. We are actively recruiting four other ASI positions, including assistant professor, economics of agricultural sustainability, Department of Agricultural and Resource Economics; associate professor, James G. Boswell Endowed Chair in Soil Sciences, Department of Land, Air and Water Resources (soil chemistry); assistant professor, pollination ecology, Department of Entomology; and Sesnon Endowed Chair in Animal Science (sustainable animal systems management), Department of Animal Science.

June 22 I’ll be speaking at the annual SAFS field day, hosted by Frank Muller, a cooperating grower in Woodland. The SAFS project is but one example of the strong collaborations between UC’s excellent research staff and the extraordinary farmers of California. Join us at the field day if you can. (See page 3 for details).

I feel optimistic and excited as I review the talent we are focusing on sustainable solutions to the challenges faced by California agriculture in the 21st century.

—Tom Tomich, director, University of California Sustainable Agriculture Research and Education Program, and director, UC Davis Agricultural Sustainability Institute
From cafeteria to Capitol Hill: Growing healthy kids, farms and communities

by Jeri Ohmart, SAREP

Five years ago, a group of about a dozen people from across the nation met in a dim hotel conference room during a lunch break at the National Community Food Security Coalition (CFSC) Conference, pulled folding chairs into a semi-circle, and discussed the fledgling “Farm to School” movement. At that time, we knew—thanks to such pioneers as Rodney Taylor of the Santa Monica-Malibu Unified School District—that bringing farm fresh, local and seasonal produce to school kids in a lunchroom salad bar format was a powerful concept. And we saw the effects—the kids loved it.

Three years ago at CFSC’s annual meeting, the concept had caught fire and the dozen advocates had grown to over 150 in a special afternoon session dedicated to “Farm to School.” In October 2006, CFSC hosted over 400 participants in a four-day conference dedicated entirely to the concept—“From Cafeterias to Capitol Hill: Growing Healthy Kids, Farms and Communities.” The first two days consisted of keynote speakers, breakout sessions, networking and meetings, and the last two days focused on Farm Bill policy, and culminated in visits to Congressional members on Capitol Hill.

Since that first meeting, the severity and urgency of America’s health crisis has intensified and its ramifications have been felt across the agriculture, health care and food systems. Overlay upon these issues the seriousness of climate change and uses of fossil fuels and we have a multi-dimensional, complex set of intersecting forces that directly impact our personal, national and international well being. The topics at this conference ranged from sourcing locally for cafeterias to sustainable food purchasing policies; from farmworker issues to forging a more just and equitable Farm Bill; and from impact evaluation to health and nutrition.

The conference was opened by keynote speaker, Roberta Sonnino, an Italian now teaching at Cardiff University in Wales. Sonnino presented a comparative analysis of sustainable school meal systems in Italy, the United Kingdom and the United States. Focusing on what exists in Rome, she described a system that while serving 140,000 meals per day, has institutionalized the localization of the supply chain. Rome’s 645 schools still have kitchens where they prepare fresh, seasonally appropriate foods every day. Policy mandates that these foods be sourced within an established number of food miles and that the produce for the most part be harvested within three days of serving. One exception is the purchase of fair trade products from the Dominican Republic, the proceeds from which have been used to build local schools.

The U.S. has much to learn from Sonnino. She emphasized in her speech that the school “lunch program,” as it is sometimes dismissingly referred to in the States, is an integral part of the political and social culture in Italy. This system has been developed within the context of social equality and community development, and as the children help in the preparation of the meals and sit down for 45 minutes with each other over lunch, these values are modeled and reinforced. Food education is an essential element of the educational curriculum and is considered a basic element of learning good citizenship.

As to affordability, Sonnino said, “it must be the public sector driving the market, and not the other way around.” The farmers, too, must have a voice in setting policies that yield this kind of system, and incentives and

See GROWING on p. 6
The California AgrAbility Project at UC Davis promotes healthy and safe work environments, injury prevention, and success for California farm communities. The goal is to help farmers, ranchers, workers who are ill or who have been injured continue working safely in California agriculture. Funded by the USDA, the project’s nonprofit partner is the Arthritis Foundation. Project staff conducts farm site assessments and helps farmers and workers identify adaptive technologies, services, and resources. Staff also conducts educational workshops and seminars, produces a newsletter and provides bilingual services. For information on workshops on agricultural injuries and assistive technologies contact Martha Stiles, CalAgrAbility Project director at (530) 752-2606 or 752-1613, or email mcstiles@ucdavis.edu or call toll free (800) 477-6129. The project Web site is at http://calagrability.ucdavis.edu/.

Each issue of the newsletter CalAgrAbility News focuses on a different topic related to health and safety in the farm community. The January-February 2007 issue features community health workers (promotores) in California farming regions (see http://calagrability.ucdavis.edu/pages/news.html). Comments and ideas for future newsletter topics may be sent to mcstiles@ucdavis.edu.

The topic of evaluation was echoed in “Farm to School Evaluation Tools,” one of two presentations by Gail Feenstra, food systems analyst at UC SAREP. Using the work done in Yolo County between 2001 and 2006, Feenstra analyzed the theoretical questions and assumptions that inform the design of an assessment of a Farm to School program. She described the specific indicators, both quantitative and qualitative, that were used to determine successes, challenges, results and trends. The methodologies Feenstra described are the first, most thorough, and most innovative techniques used for evaluating the efficacy of Farm to School programs in the U.S. They have been adopted and replicated by several programs throughout the country. Results from this evaluation have informed school districts’ decision-making and policy-setting.

In a companion piece, Jeri Ohmart, UC SAREP food systems program representative, presented “Farm to School Impacts: Beyond the Quantitative.” Based on the work done by Feenstra and Ohmart in Davis, Calif., this presentation took a close look at effects and results of the Farm to School program that could not necessarily be captured by data analyses. What began as a farm-fresh salad bar program in the schools gradually came to have systemwide impacts throughout the district and the community.

During the five years of the active salad bar program, infrastructure changes were made in the district, alliances with local farmers were formed, second grade students visited local farms each year, and food service staff took on leadership roles and advanced in their jobs. During this period, a comprehensive recycling and waste reduction program was adopted by the school district, saving the district over $43,000 in 2004–2005. A Nutrition Advisory Committee was formed and a community Wellness Policy passed. The Steering Committee responsible for implementing the salad bar program formalized its alliance with the Davis Farmers Market, resulting in a new project that brings a farmers market onto the UC Davis campus.

These and other accomplishments attest to the fact that Farm to School salad bar programs are much more than a mere change in menu. If implemented as envisioned, they are a holistic system, encompassing the entire growing cycle from farms to school gardens, to food, to recycling. And they create openings into the community to bring about new alliances and foster awareness of the potential for a healthy food culture.

Feenstra made a second presentation, “Increasing Value Added Profits for Small and Medium-scale Growers: The Institutional Market,” in which she reported on a project funded by the National Research Initiative, currently being conducted by UC SAREP in collaboration with the UC Santa Cruz Center for Agroecology and Sustainable Food Systems, the UCD Department of Agriculture and Resource Economics, and the Community Alliance with Family Farmers (CAFF). The goal of this project is to assess the market potential and institutional policy options for bringing local produce into institutions, particularly colleges and universities. UCSC will be assessing student demand, UCD will survey food service directors in California universities, and CAFF will conduct outreach.

SAREP’s role in the study is to interview representatives along the distribution chain—farmer, distributor, and institutional food service buyer—in order to help answer the overall question of which programs or systems have the most potential for successfully linking small- and mid-scale farmers with large institutional food buyers. Feenstra and colleagues will identify and describe conventional and alternative distribution models, analyze the essential characteristics of various distribution models, and identify factors associated with successful and sustainable arrangements. A crucial piece of this analysis involves collecting information from three different perspectives across this particular kind of marketing transaction. Along with quantitative data, these interviews will yield a rich understanding of how the food distribution system works and what the new market potential is for California’s small and mid-scale farmers.

UC SAREP was well represented at the 2006 national farm-to-cafeteria conference. As this movement grows, it holds exciting potential both for the health of our youth and the viability of small and mid-scale farmers. For those of us close to the work, we are also optimistic for increased understanding in our nation of the incomparable value of a healthy sustainable agriculture and food system.
Early in 2006, UC IPM entomologist Walt Bentley assembled a team of UC Cooperative Extension farm advisors and other researchers to work with table grape growers and farm managers to establish demonstration sites at six different Southern San Joaquin Valley vineyards. These demonstration sites are the foundation of SAREP’s Table Grape Biologically Integrated Farming Systems (BIFS) Project, funded by Region 9 of the U.S. Environmental Protection Agency (EPA).

EPA recently awarded SAREP $100,000 to extend the Table Grape BIFS project through 2009. During this two-year project extension, in addition to continuing current project activities, project collaborators will develop new outreach materials and broaden outreach and extension efforts to include Coachella Valley table grape growers.

The project is designed to assist growers in using the most environmentally friendly practices and products to manage key pests, particularly vine mealybug and black widow spiders. Although the demonstration sites and associated outreach and extension activities address a broad range of components of the whole farming system, the project is emphasizing reduced use of chlorpyrifos, simazine, oxyfluorfen, and other pesticides that have high potential to release volatile organic compounds (VOCs) into the environment.

The extension of the Table Grape BIFS project will ensure that California table grape growers have easy access to full information about their farm management decisions. This should result in improved air and water quality in the Southern San Joaquin and Coachella valleys.

SAREP receives $100,000 to extend sustainable table grape project

by Bev Ransom, SAREP

People with disabilities or without Internet access may call Western SARE at 435-797-2257.

USDA CSREES Funding Opportunities List

csrees.usda.gov/fo/funding.cfm

Sort by due date to get current Requests for Proposals.

Western Region IPM Center Funding Opportunities List

wrpmc.ucdavis.edu/Research/index.html

List of funding opportunities and grant programs for Western Region researchers and educators.

US EPA Region 9

epa.gov/region09/funding/rfps.html

Calls for proposals on a variety of target issues and topics; variable funding cycles.

Sustainable Agriculture and Food Systems Funders
safsf.org/

SAFSF is a national working group of grant-makers that seeks to promote a more sustainable agriculture and food system.

Organic Farming Research Foundation / Scientific Congress on Organic Agriculture Research

ofrf.org/research/index.html

OFRF is dedicated to promoting organic farming through funding of on-farm research and dissemination of the results. Proposals are considered twice a year. See their Web site for most current deadlines.

Building Better Rural Places: Federal Programs for Sustainable Agriculture, Forestry, Conservation and Community Development

attr.ncat.org/guide/index.html

Publication written for those seeking help from federal programs to foster innovative enterprises in agriculture and forestry in the United States. The guide addresses program resources in community development, sustainable land management, and value-added and diversified agriculture and forestry.

Community of Science (COS) Funding Opportunities

cos.com/

A comprehensive database of published grants, scholarships, fellowships and awards with more than 23,000 entries. Other services available are COS Expertise, a worldwide database of profiles of researchers, scholars and other experts, and COS Abstract Management System, a comprehensive Web-based system for managing the submission, review and approval of abstracts.
Organic farming/gardening apprenticeships at UC Santa Cruz


The program provides training in the concepts and practices of organic gardening and small-scale farming at the Center’s 25-acre farm and three-acre Alan Chadwick Garden. The apprenticeship course is 20 units of UCSC Extension credit (300 hours classroom instruction/700 hours field training). Tuition is $4,000 (some scholarships available). For more information, see www.ucsc.edu/casfs or contact Apprenticeship Information, CASFS, UCSC, 1156 High St., Santa Cruz, CA 95064; apprenticeship@ucsc.edu; or (831) 459-3240.

CALENDAR

* SAREP WEB CALENDAR AND ONLINE COURSE
SAREP offers a regularly updated sustainable agriculture calendar on our World Wide Web site at www.sarep.ucdavis.edu (click “Calendar” on top menu bar). Please feel free to add sustainable agriculture events. In addition, we offer an online course for pest control advisors and others titled Ecological Pest Management. Up to 11 CE credits for California PCAs. See www.sarep.ucdavis.edu/courses/

* NATIONAL/INTERNATIONAL CALENDAR
The National Agricultural Library maintains a calendar as part of AgNIC at www.agnic.org. It links to more than 1,200 major national and international agricultural conferences.

JUNE 22 Sustainable agriculture field day: UC Davis’ SAFS project 19th annual field day, Muller & Sons Farm, Woodland. $5 includes lunch (growers, students free). Information & map: http://safs.ucdavis.edu/

JULY 11–14 2nd National Conference on Facilitating Sustainable Agriculture Education, Cornell University, Ithaca, New York. Steering Committee: students, faculty and staff from Cornell University, Delaware Valley College, Mercyhurst College, The Pennsylvania State University, The Rodale Institute, & UC Davis. Contact Kathi Colen Peck, kscp@turbonet.com.


NOVEMBER 1–2 Sustainable Ag Expo, Special Events Center, Paso Robles, California. Information at vineyardteam.org.

MARCH 2008 25 – 27 20th Anniversary: SARE 2008 National Conference, Kansas City, MO. Focus: how we are forging an agriculture that is profitable, environmentally sound, & good for people & communities. 20 years of advancing a more sustainable agriculture through nationwide competitive grants program, & staying in touch with needs of farmers/ranchers through North Central, Northeast, Southern & Western regional programs. Information at sare.org/2008conference/

SUSTAINABLE AGRICULTURE is a publication of the UC Sustainable Agriculture Research and Education Program (SAREP), SAREP provides leadership and support for scientific research and education to encourage farmers, farmworkers, and consumers in California to produce, distribute, process and consume food and fiber in a manner that is economically viable sustains natural resources and biodiversity, and enhances the quality of life in the state’s diverse communities for present and future generations. SUSTAINABLE AGRICULTURE is published three times yearly by SAREP staff from its UC Davis offices, with assistance from ReproGraphics, UC Davis. Mailing address is: UC Sustainable Agriculture Research & Education Program, University of California, One Shields Ave., Davis, CA 95616-8716. Web site: http://www.sarep.ucdavis.edu Email: sarep@ucdavis.edu, Telephone: (530) 752-7556, Fax: (530) 754-8550. Material in this publication may be reprinted with credit, except articles that have been reprinted from other publications.

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