



CENTRAL VALLEY FARMLAND TRUST

LEGACY

10TH ANNIVERSARY BBQ



CELEBRATE - COMMEMORATE - COMMIT TO CONSERVATION

Come join us to celebrate the 10th anniversary of the Central Valley Farmland Trust on Saturday, September 27, 2014. This celebration will be held in the Camanche Shelter at Micke Grove Park in San Joaquin County beginning at 4:00 p.m. Consider bringing your family and making a full day at the park. Micke Grove Zoo, Fun Town at Micke Grove, The San Joaquin County Historical Museum and The Japanese Garden will all be available for you to enjoy.

Kids will enjoy the kids-only raffle and there will be kids shirts for sale too – so our next generation can show they support farmland in their future! We will have games and activities for the kiddos too... it'll be a lot of FUN! And we have not forgotten about the adults – NEW men's and women's hats and t-shirts will be on sale.

And you won't want to miss our live music performance by Snap Jackson and the Knock on Wood Players, a local favorite!

Tickets are available NOW through our secure online terminal. Visit our website and click on "Events" – you can buy your tickets there.

Adults/kids – age 12+ \$20

Kids age 4-12 \$10 / age 3 and under Free.

Tickets include:

Food, parking, a door prize drawing, and all the festivities!
(A cash bar with beer and wine will be available).

Be Ready to WIN! We will be having the raffle of all raffles! Grand prize... drum roll please... trip to Disneyland for four! Watch our website and Facebook for more details on this item.



Goals Getting Bigger!

In the last 10 years you have helped us conserve 13,000 acres of farmland, help fulfill the conservation dreams of 30 farm families, and make us the premier farmland trust in the Central Valley of California. Your support and encouragement keeps us reaching higher! We have a new goal and we need your help to reach it. We want to conserve 20,000 acres of farmland by the year 2020! To kick off this goal we are trying to raise \$20,000 through our membership program by the end of 2014. Are you a Milestone Member yet? Join our Annual Giving Program or just give to help us reach our goal. ١

SUMMER 2014

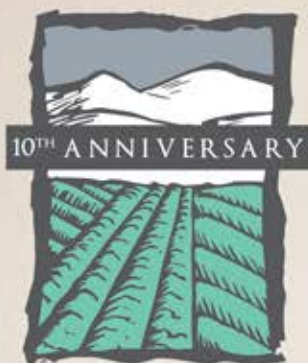
20,000
BY
2020



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Connect and join the conversations!
**Help us reach 500 friends on
Facebook - Like us today!**





**CENTRAL VALLEY
FARMLAND TRUST**
20,000 by 2020

DVD released!

The Legacy of the Land - Our DVD is done! Watch it on our website, www.valleyfarmland.org or order your own copy from our office, 916-687-3178.

We are so proud to share this video with our supporters and the public who want to learn and know more about why our valley farmland is so special and irreplaceable. Go online and share this video with your friends! Let's make sure everyone knows why saving farmland is so important and how everyone can become a steward of the land – because we are all a part of *The Legacy of the Land*.

Vision:

Preservation of the Central Valley's agricultural lands is vital to protecting our economy, heritage, unique agricultural resources and quality of life. We envision a future in which we accommodate population growth and urban development while preserving the most productive agricultural lands.

Mission:

The mission of the Central Valley Farmland Trust is to preserve agricultural lands for future generations in California's Central Valley.

Website address:

www.valleyfarmland.org



Executive Director's Message - Bill Martin

From several different aspects it amazes me that 2014 is CVFT's 10-year anniversary. When I was hired as executive director (ED) in February 2005, I had no idea what I was in for. No, I was not concerned about the mountain of work I knew was ahead of me. I was concerned that whatever I did, would it make a positive difference for CVFT?

With that thought in mind I quickly found suitable office space, and shortly thereafter consummated one of my greatest accomplishments as ED – I was able to hire Susan Hooper. Talk about making a positive impact! From that point on we never looked back. It was always about “how do we take CVFT to the next level?” Don't think there weren't challenges along the way. Thankfully we have always had exemplary leadership by our board. Collectively they exercised incredible wisdom and foresight in keeping our sails at full mast and rudder pointing us in the right direction.

Did I mention Susan Hooper? Susan is our associate director who oversees communications, marketing, public relations and events. The combination and blending of our respective skill sets – and a collective desire to make CVFT a leader in the industry – catapulted us to the top of our game. We are now positioned to take advantage of many opportunities not necessarily available to land trusts of lesser status. We've accomplished much of that as a direct result of Susan's contributions over the last 10 years.

But we are not even close to thinking there isn't a “next level” for CVFT. We will be faced with multiple opportunities over the next several years. We have the operational infrastructure and leadership to capitalize on each and every one of them. Our mantra is “20,000 by 2020.” Join us and become a member. Your support will help make 20,000 acres conserved a reality. ♪

Bill Martin,
Executive Director



<<< *The Legacy of the Land*
DVD is out now!





Welcome, George Gomes, Trustee Council Member

When my good friend Bill Martin asked me to join the Central Valley Farmland Trust and become a Trustee Council member, admittedly I had reservations. The concept of restricting someone's farmland in perpetuity was of concern. Bill clearly articulated the overarching implications of a voluntary agricultural conservation easement and what it meant to the landowner, the land and the land trust. At that point I could see the linkage between our food sources and the need to protect the most productive farmland in the world. It also confirmed my decision to become a CVFT Trustee Council member.

I grew up in a small farming community in Merced County and watched as my family and friends struggled to maintain profitable dairy and farming operations. After graduating from Cal Poly with a bachelor's degree in agribusiness management and a master's degree in ag education in 1967, I was determined to stay involved in agriculture to make a positive impact helping farmers and ranchers. After four years as a professor at Cal Poly, I held several positions where I could support public education about agriculture and its importance to everyone.

"The current drought is problematic in many ways and will require political will and strong leadership to create long term solutions."

In 1987, I was named administrator of the California Farm Bureau Federation and continued to see farm and ranch families struggle to stay in business. Although now retired, I still remain passionate about the need to protect California's most valuable farmland, especially in the San Joaquin Valley. Daily we see the loss of prime farmland to non-farm uses. California farmers and ranchers generate close to \$40 billion in annual farm-gate value, which has an economic ripple effect of \$160 billion. With our growing population and the increasing demand for more locally grown food, fiber and flowers, we need good soil and water. This farmland provides agricultural essentials for Californians, as well as many people in other states and throughout the world.

The current drought is problematic in many ways and will require political will and strong leadership to create long term solutions. The future of all Californians depends on more water supply. Equally important, we are seeing a direct linkage between the drought and food prices due to the lack of irrigation water for farming. This same type of impact will grow exponentially if we continue to pave over farmland.

I chose to get directly involved with the Central Valley Farmland Trust and strongly support the work they are doing. You should also get involved by becoming an active member. Visit CVFT's website to see how to get involved. ♫



INAUGURAL PRESENTATION OF THE VANCE KENNEDY AWARD

The inaugural Vance Kennedy Award was presented to Dr. Vance Kennedy for his significant contributions to farmland conservation and to the Central Valley Farmland Trust. Kennedy received the award on May 2 at a private party for CVFT's founding and charter board members.

"We are honored to bestow Vance Kennedy with this award. Future awards will be given to others who follow in his footsteps of true commitment and perseverance for farmland conservation in the Central Valley," said CVFT Executive Director Bill Martin. "We are honored to call him our friend and name this award after him."

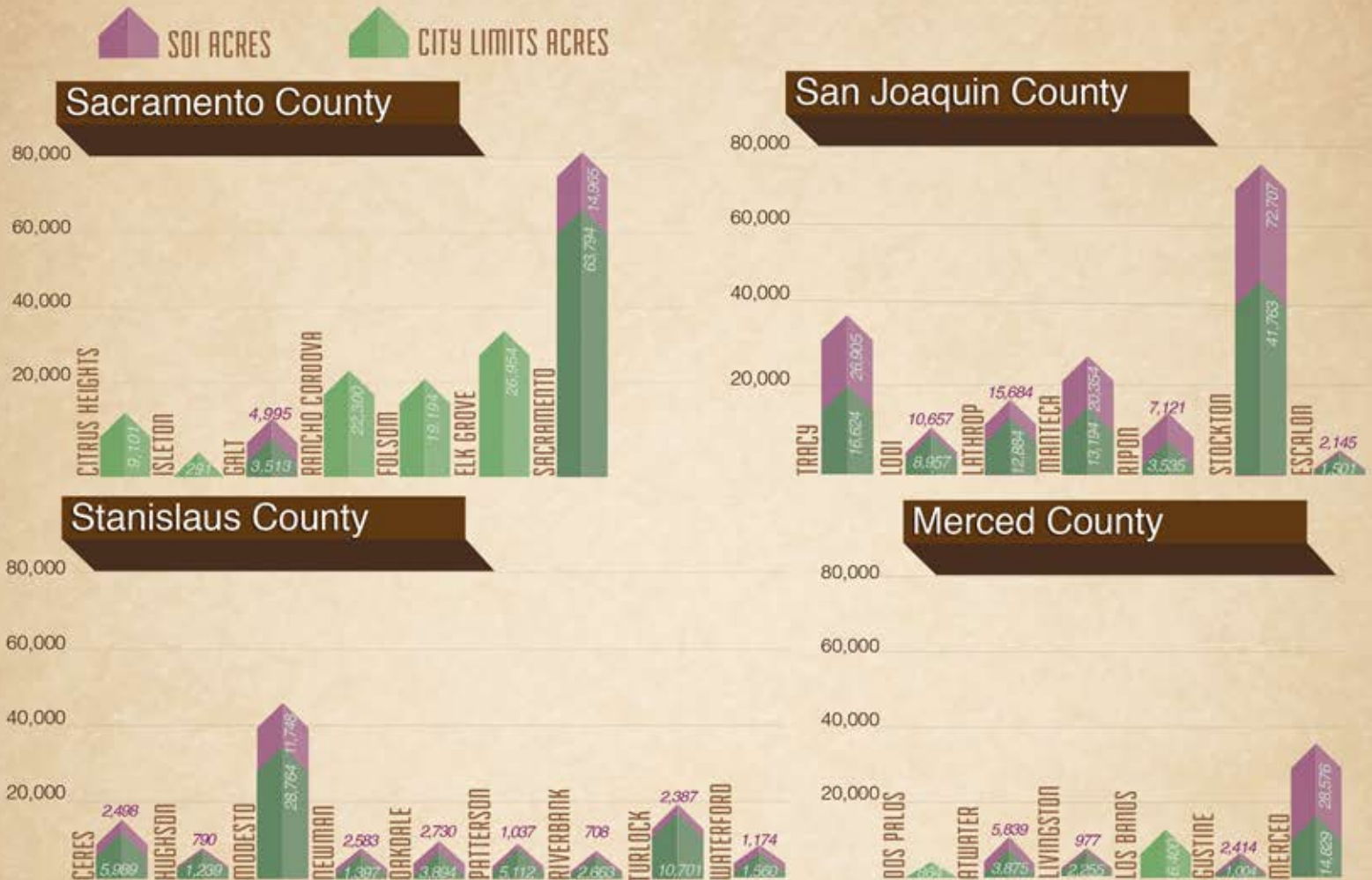
Each recipient's name will be displayed on a perpetual plaque in the CVFT office that reads: Established May 2014 in honor of Dr. Vance Kennedy, a founding member, for his extraordinary contributions to the Central Valley Farmland Trust. We honor these people for significant commitment or contributions that keep us Preserving Farms that Feed the World.

Farmland - An Endangered Resource?

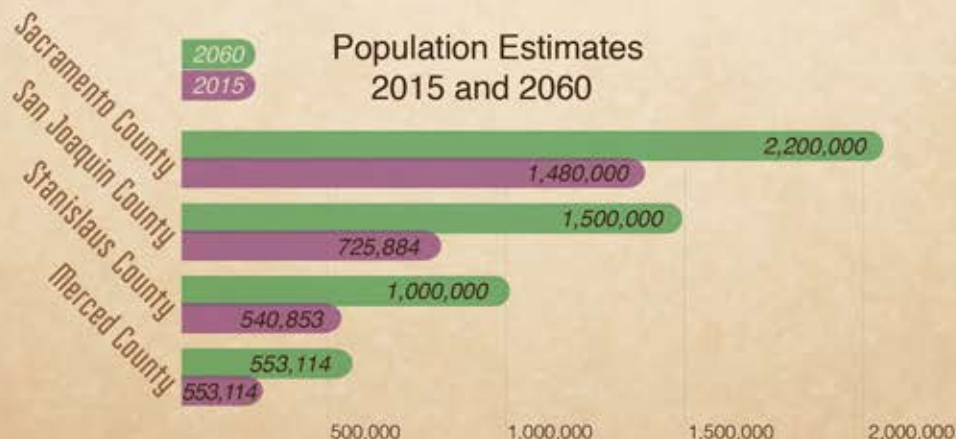
Every county in the Central Valley will nearly double in population in the next 50 years. How do we ensure we don't put shopping malls and houses on our most productive farmland?

The following charts show how each city in the four counties we serve plan to grow over the next 20-30 years in acres. San Joaquin County shows tremendous plans for growth and its population will more than double by 2060.

How are we going to protect farmland while still accounting for this population growth?



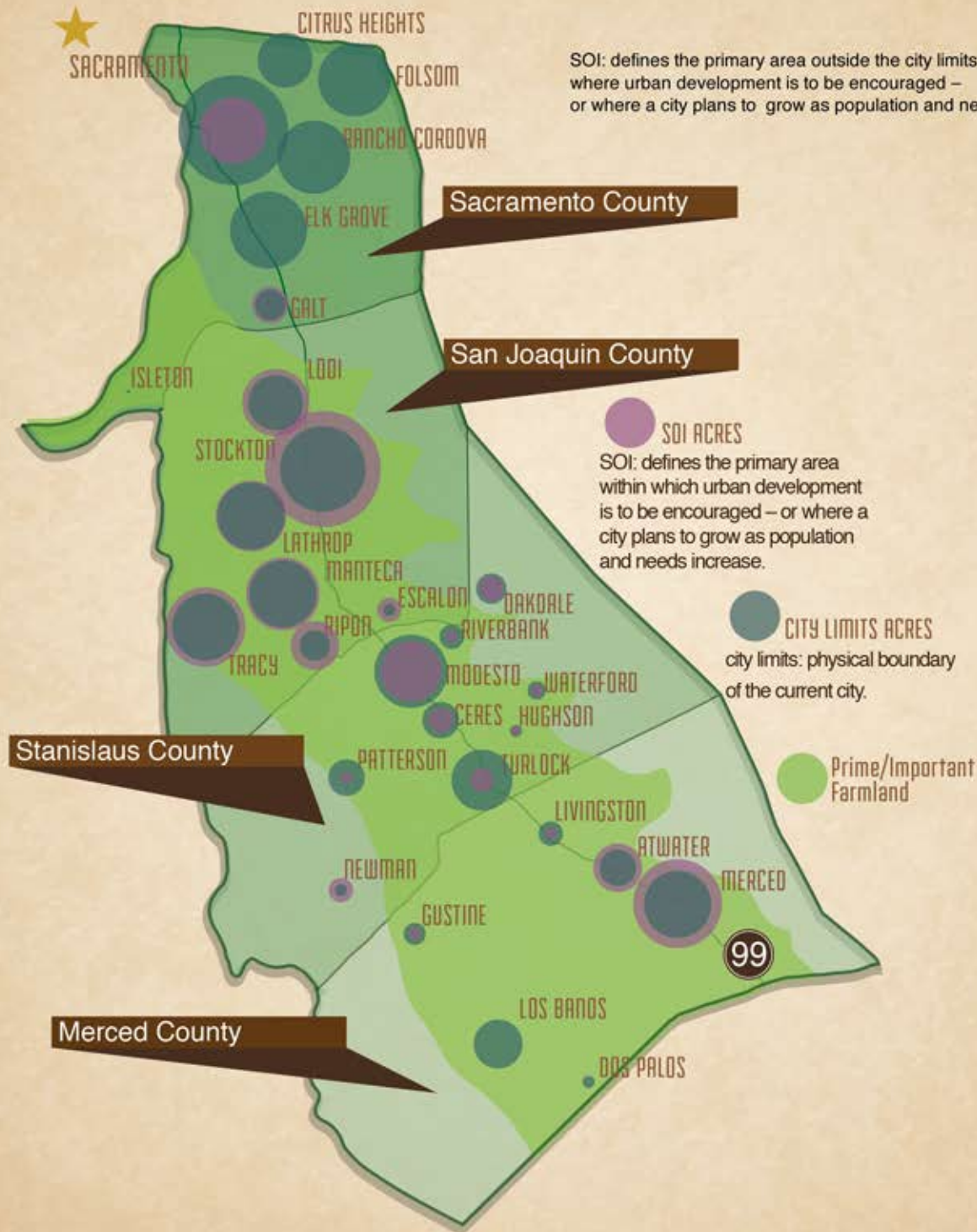
*Counties that do not show an SOI either do not have one approved currently or their city limits are coterminous with their SOI.



How Much Farmland Are We Willing To Pave Over?

Central Valley Farmland Trust focuses our conservation efforts on the prime farmland outside city SOI's. With population estimates nearly doubling in each county by 2060, how will we ensure that future growth doesn't gobble up the farmland left? We must conserve the farmland we have now, so our children and grandchildren can have a fresh, local and safe food supply like we enjoy today!

The following map shows how our Valley cities plan to grow in the next 20-30 years to meet population growth. Most of our Valley towns are located along the HWY 99 corridor – where all our prime farmland is located. As cities make their plans to expand, noted by the sphere of influences (SOI) on the map, what farmland will be left? Sacramento and San Joaquin County cities are quickly growing together – in some cases they already have!



*Our cities need land for economic development and to house their residents.
America needs farmland to provide food, fiber, forage and fuel.
The CVFT works with all parties to assure that we will have productive
farmland in the future.*

Editor's note: This is the second article in a three-part series to appear in the Legacy on drought and other challenges farmers face that can be mitigated through a nutrition-based management approach. Dr. Thomas T. Yamashita ("Dr. Tom") has a Ph.D. in plant pathology and over 30 years of research and experience on the topic.

The "Browning" of California Calls for New Thinking

The unsettling truth is that the West has seen three years of severe drought and statewide water restrictions in California are coming down the pike for urban users. This, as the impact of the drought continues to increase across the ever-browning golden state. While urban users are looking at pending mandatory restrictions and penalties for those who break them, state and federal agencies already have sharply reduced water shipments in California with farmers, ranchers and some cities in the northern part of the state taking the biggest hits.

California's \$44.7 billion-a-year agriculture industry has already been severely affected by the drought. Reduced water shipments to farmers will result in \$800 million in revenue losses this year in the Central Valley and the loss of 14,500 jobs, according to estimates by the Center for Watershed Sciences at the University of California, Davis.

"The possibility of El Niño hiding in the tropical Pacific will not be enough to counteract the last years of drought – there are no overnight solutions," said Dr. Tom. "It will take years of above-average rainfall to recover. Dramatic restrictions with outside the box strategies for water usage, storage and sources will be critical to maintain California's economy. The day has come to broaden our ideas of what water-sustainable California looks like."

Outside the Box – the Shift

As California farmers struggle to survive in severe drought conditions, irrigation infrastructure limitations, and other environmental challenges there are some short term alternatives to maintain crop yields, while saving water and putting sustainable long term best management practices in place for when Mother Nature returns to a more favorable state. Just like farmland conservation acts like an insurance policy against losing all our prime lands to development, Dr. Tom's strategies can also act like an insurance policy for farmers against unforeseen changes like the current drought.

The paradigm shift for many farmers may be that preparing for natural disasters will come in a new form, intense plant nutrition. With the right plant nutrition program, farmers can reduce their acreage by up to half and save water in times of drought while still increasing yield. "A 50 percent cut in acreage does not equate to a 50 percent cut in water use if the goal is to increase yield 2x," said Dr. Tom. "An increase in irrigation frequency or what is also termed "pulsing" of irrigation will use additional water to support more yield. Some growers can do this, others cannot, or will not."

"The possibility of El Niño hiding in the tropical Pacific will not be enough to counteract the last years of drought – there are no overnight solutions."

The reasons ranging: growers are only allocated water on certain days; poor water quality in many growing areas will increase the challenge of increasing yield to make up for cutting back acres and achieve production many growers require to feed markets and contracts; growers require a learning curve and count on a level of consistency in production – they must have a home for the increase in their product; and farms are a business and markets dictate much of what a business does – many farmers are still getting returns with expensive water and would not want to lose market share by cutting back acreage.

"While we see farmers are already being highly efficient water users, if we do not turn the corner on the water situation then these drastic outside the box ideas really need to be thought about now," said Duncan Smith, Agricultural Scientist at Sunburst Plant Disease Clinic, Inc. "The trick is getting more ideas to the state and national capitols and active solution and compromise discussions taking place. Possibly, we could reach a day when we offer incentives to farmers to implement the ideas Dr. Tom has suggested on ways to conserve water."

"Cutting acres while increasing yield using about 30-40 percent less water, piping water from the Columbia River into the Sacramento River (Trinity or Shasta Lake) for surface water or to fill ground water, and creating additional storage in the Sierras and foothills of California are real solutions that can be started now," said Dr. Tom. "I think it is time for California policy makers to listen to farmers and to choose reducing green lawns and landscape maintenance to add additional water to the economic powerhouse of California." What is possible yield increases for various CA crops by increasing intensity plant nutrition: ǂ

| Crop | Standard Yield | What is Possible |
|-----------------------------|----------------|------------------|
| Almonds | 3000 lb | 9200 lb |
| Tomato(West side Fresno Co) | 70 tns | 100 tns |
| Grapes | 9-20 tn | 25-35 tn |
| Peaches | 20 tn | 40 tn |

Read more about the concepts behind water conservation and nutrition-based management of farmland as a beneficial tool for farmers and consumers in our next issue of the Legacy.



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An Evening At The Carnegie



On behalf of the Central Valley Farmland Trust, you are cordially invited to our annual gala event – An Evening at the Carnegie – on Saturday, November 8. This annual fundraiser is our largest event of its kind and seeks to engage, connect and help our members and supporters to give to a cause we all hold dear – farmland conservation.

This special evening begins with a gallery tour and reception in the Ferrari Gallery. Delicious hors d'oeuvres will be served along with the best Central Valley wines. Following the tour and reception, dinner will be served in The Loft. Guests will have the opportunity to bid on a variety of silent auction items and be treated to a special keynote address by an industry icon – soon to be announced!

The featured artist this year at the Carnegie Arts Center is Joan Miró, a Spanish surrealist painter. Joan Miró is considered a pioneer European modernist and one of the most influential artists of the 20th century. This will be a special and unique experience for all who attend.

Tickets for this event will be available in September. Please visit our website (valleyfarmland.org) and Facebook for the most up to date information. ♪



Director's Message: Maxwell Norton, UC Cooperative Extension

For the past 35 years I have worked for UC Cooperative Extension as a farm advisor specializing in tree fruit and wine grapes in Merced County and other counties in California. I am a founding board member of CVFT and the Merced Farmland Trust – one of the predecessor organizations.

My commitment to CVFT and farmland conservation is based on my belief that the loss of prime farmland is both of local importance and a global issue. It is important from a local economic standpoint, as well as being a component in our strategy to feed a growing global population.

California agriculture faces numerous challenges – water is on the top of our minds right now. In the western United States, water is usually necessary for the valuable soils we have to provide for us. We need to remember that water used for agriculture benefits all the residents of the state – not just those associated with agriculture. Water is used to produce the five "Fs" – food, fiber, forage, fuel and foliage. All of these products are important for a modern service-based economy.

The agricultural trade surplus enabled by irrigation keeps the nation's trade deficit from getting even worse. It is true that the lack of a guaranteed water supply is a major barrier to non-ag growth in California. At the same time the packing, processing, transporting and marketing of agricultural products generates a significant amount of employment – most of which is in the major urban areas. Remember, Southern California remains one of the largest ag (food) processing centers in the nation.

When the CVFT works with landowners to create an ag conservation easement, we pay close attention to the water supply. How much? From whom? How is it vested? The future productivity of the land is of course dependent on the future availability of water. Many of our struggles in this industry we will eventually be solved with research and technology. However, the loss of productive farmland must be addressed with local action, the buy-in of local landowners, and through continued support of organizations like CVFT. ♪



CENTRAL VALLEY FARMLAND TRUST

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CVFT Annual Membership Program

THERE IS STILL TIME TO JOIN! RENEWALS ARE DUE IN SEPTEMBER.



By now, many of you have received our invitation to join our Annual Giving Program – and many have joined. Thank you! In case you haven't yet – we are inviting you today. If you join our Annual Membership Program before the end of 2014 you will be a Milestone Member – a special member who helped us launch our first true membership program.

Get your name on our plaque! You can get your farm/ranch or family name on our Milestone Member's plaque in our office for joining at the supporter (\$500) level or above. Leave part of your legacy in the land you help to protect – it will always be here for your next generations to enjoy. Renewal memberships are due each September. Watch for your renewal letter in the mail and we will also email everyone so you can easily renew online.

Don't forget – all donations made to the Central Valley Farmland Trust by the end of 2014 will help us reach our goal of \$20,000 to launch our initiative to conserve 20,000 acres by 2020.

Read our membership brochure on our website – you can join online or call the office, www.valleyfarmland.org or 916-687-3178.