



Riverside County

AGRICULTURE

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

Ellen Lloyd-Trover receives the 2018 Robert M. Howie Award

The Robert M. Howie Award is an annual award given by the Riverside County Farm Bureau to recognize outstanding service to Riverside County agriculture. First presented in 1983, the Howie Award was established by the Riverside County Farm Bureau to honor Robert M. Howie, who retired in 1982 after serving 28 years as the county agricultural commissioner. This award is created to remind our industry each year of the dedication that Bob Howie demonstrated and to recognize and encourage that kind of dedication in other people.



President Richard Schmid presented this year's Robert M. Howie Award to Ellen Lloyd-Trover of Coachella Valley for her outstanding service and dedication to Riverside County agriculture at the 101st Annual Dinner Meeting.

Ellen Lloyd-Trover came to Coachella Valley as an infant with her parents in 1947. Her parents Robert Van Buren and Hazel (Urban) Lloyd were the owners and operators of R.V. Lloyd & Co., which installed the irrigation distribution system for the Coachella Valley County Water District, now known as, the Coachella Valley Water District. In 1950, her parents established the R. V. Lloyd Ranch and produced Ellenita Brand vegetables and fruits. Today, the ranch has been renamed Rancho Ellenita and has transitioned from row

crops to Mediterranean tree crops; growing Medjul dates, Black Mission & Brown Turkey figs, and Persian Sweet limes. Rancho Ellenita is ran by the Lloyd-Trover Partnership which is Ellen Lloyd Trover and Florence Trover.

Ellen has a B.A. from Vassar College and a Juris Doctor from the Marshall-Wythe School of Law at the College of William & Mary. She was an assistant editor for Bancroft-Whitney in San Francisco as well as authoring a series of books on state constitutional law. She had practiced law for many years and in 1998 she "retired" active practice to become one of the managing partners of the Lloyd-Trover Partnership. She is an inactive member of the California State Bar, Virginia State Bar, and the U.S. Tax Court.

Ellen has served as a trustee for the Conejo Future Foundation in Thousand Oaks from 1978—1991 and has been a trustee emeritus since 1992. She also served as vice chairman from 1982—1984 and chairman from 1984—1988. She was president of the Zonta Club Conejo Valley Area from 1978—1979 and a trustee of Hydro Help for the Handicapped from 1980—1985 and has served with the Atlantis Foundation since 1994.

Locally, she has served as president for the Vista Santa Rosa Association since 2001. She is a State Senate Appointee to the Governing Board of the Coachella Valley Mountains Conservancy and has been a member since 2007, served as vice-chairman in 2010. She served as a trustee for the Coachella Valley Mosquito & Vector Control District in 2009 and as chairman on the Western Art Council Palm Springs Art Museum. She is a member and director for the Coachella Valley Irrigated Lands Coalition and a member of the Riverside County General Plan Advisory Committee. She became a director of the Riverside County Farm Bureau in 2005 and has been serving as Vice president for the Riverside County Farm Bureau since 2009. And in 2017, she authored a white paper for the Coachella Valley Water District; titled Coachella Canal History, by Ellen Lloyd Trover.

The Riverside County Farm Bureau wishes to congratulate you "Ellen" for becoming this year's recipient of the Robert M. Howie Award.

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Welcome New Members

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

101st ANNUAL DINNER MEETING

The Riverside County Farm Bureau (RCFB) celebrated its 101st Annual Dinner Meeting on Saturday, November 10, 2018 at the Coachella Valley History Museum in Indio. The guest and members toured through the California Date History Museum, the 1909 Indio Schoolhouse, and the Smiley-Tyler House after they checked into the event.



The museum features the rich history from the introduction of the date palm to the Coachella Valley in 1900, exploring the history of the industry from its Middle Eastern origins, and to the horticulturists who brought the date successfully to California. The schoolhouse,

Indio's third school, was built in 1909 with the help of the Southern Pacific Railroad, the craftsmanship resembling many of the early train depots, it will take you back in time, and the Smiley-Tyler House also known as the "Smiley Place" was the private residence of Doctor and Mrs. Smiley which also housed his medical practice. You can visit the Coachella Valley History Museum to learn more of their amazing story and explore the many exhibits within.



President Richard Schmid warmly welcomed those in the audience and gave recognition to several guests, and then took a moment of silence for the loss of two beloved RCFB Directors, Lee Anderson Jr. and Ben Drake, followed by the Invocation and Pledge of Allegiance.

With just under 100 members and guests in attendance, the Riverside County Farm Bureau re-nominated Richard Schmid as president to serve a seventh term. Ellen Lloyd- Trover, Andy Wilson, Paul Cramer were re-elected to serve once again as vice-presidents respectively, and following Board of Directors were re-elected to serve a one year term; **CONT. ON PAGE 3.....**

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.....CONT. FROM PAGE 2. Celeste Alonzo, Linden Anderson, Grant Chaffin, Steve Corona, Andy Domenigoni, Cindy Domenigoni, John C. Gless, Dan Hollingsworth, Joyce Jong, Tony Schmidt, Brad Scott, and Greg Young. President Schmid noted that the board had a combined total of 341 years of RCFB experience with Director Dan Hollingsworth having served on the RCFB board for 58 years and Director Tony Schmidt at 55 years.



President Richard Schmid then called upon RCFB Director Linden Anderson to present a special gift to the Anderson family from the RCFB Board of Directors in memory of his dad, Lee Anderson Jr.

The Riverside County Farm Bureau would like to extend a special thank you to our special guest speaker California Farm Bureau Federation President Jamie Johansson. We also sincerely appreciate the following leaders of our community for attending; Senator Jeff Stone’s District Director Glenn Miller, Assemblyman Brian Nestande, Riverside County Agricultural Commissioner Ruben Arroyo, Assistant Agricultural Commissioner Ron Bray, Deputy Commissioner Delia Cioc and Daniel Delgado, and UCCE Riverside County Director Eta Takele for their participation in this year’s event.

With the conclusion of the program, President Richard Schmid gave recognition to the Annual Meeting Committee and thanked them for all their hard work on the event. He also recognized the sponsors with gift bags and gave thanks to all those in attendance.

The Riverside County Farm Bureau would like extend our utmost gratitude to our sponsors American AgCredit, Andy Domenigoni Farms, Arlan Knutson Insurance Agency, Big Horse Feed & Mercantile, Domenigoni Brothers Ranch, Foster-Gardner, Inc., HASCO Air Conditioning and Heating Service Company, Jackson Tidus, A Law Corporation, Junior Enterprises LLC, Nationwide Insurance, Peter Rabbit Farms, RDO Equipment Co., Star Milling Co., and Temecula Valley Winegrowers Association for their generous donations towards the Annual Dinner Meeting.



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The Riverside County Farm Bureau would like to give a big "THANK YOU" to all those that supported our Annual Dinner.

We would like to give additional thanks to the Coachella Valley History Museum for a beautiful backdrop for our event, Juan Carlos of Molcajete in Indio for the fabulous dinner, and George Cordero for the wonderful ice cream. And, a special thank you to our Director and Riverside YF&R District II Representative Celeste Alonzo and the YF&R volunteers for their assistance with the event. You all made this event a great success.

Farm Credit Helps Cultivate California Set the Story Straight About Farmers and Ranchers

Each year, California produces more food than any other state. But while Californians instinctively like and trust farmers and take pride in the state's rich agricultural heritage, the public is regularly barraged with accusations that farmers waste water and are poor stewards of the land.

To counter that misinformation, grower associations and the Farm Credit Alliance have been engaged in an online educational effort since 2014 that this year has morphed into a targeted social media campaign called Cultivate California.

Primarily utilizing Twitter, Instagram, Facebook and the Cultivate California website, the team provides fun facts about California agriculture as well as more serious messaging about water conservation and how growers and ranchers are good stewards of the land, said Mike Wade, executive director of the California Farm Water Coalition, which manages the program.

"We want to leave people with a positive impression of agriculture," Wade said. "After seeing our material, we want them to say, 'Wait a minute – that's not what I've heard and seen about farmers' dedication to efficiency and food safety.'"

"Research tells us that people genuinely like and trust farmers. People like to know that farmers are using technology to upgrade their irrigation systems and are good stewards of resources. And people have an innate pride in California food production."

The current campaign has several components, including targeted digital website ads, a "California on my plate" Instagram campaign that posts pictures and recipes of meals prepared using California-grown food, and stories of how individual farmers in different parts of the state are constantly seeking new ways to apply technology to water efficiency.

Wade said the yearlong program, which began in June, has been a tremendous success so far.

Through October, the campaign had drawn 147,000 unique visitors to the website and 179,000 page views, compared to just 3,000 unique visitors all of last year. Cultivate California now has 2,700 Twitter followers and 950 Instagram followers as well.

Jeana Hultquist, vice president of legislative affairs with American Ag Credit, who also serves on the Cultivate California steering committee, said the state's Farm Credit associations are committed to keeping California agriculture strong.

"The CEOs of each Farm Credit association personally agreed to make funding available to continue to help this program go forward in conjunction with our other agricultural partners," Hultquist said. "It's a story about farmers who are faced with less water and being blasted by virtually everyone who loves to eat."

"We're excited about the positive educational momentum we're getting by putting the farmers' face and story out there along with the facts about their innovative ideas and how they are good stewards."

Other program sponsors include Western Growers, the California Almond Board, Blue Diamond Almonds, Wonderful Orchards and several irrigation and water districts.

Wade said the continuing attacks on farming and ranching will have a chilling effect on the state and the nation if they succeed in further reducing water deliveries.

"You're going to see the loss of a lot of great products coming from our state," he warned. "You can't grow the variety, quantity and quality of crops anywhere else. It will impact our own economy and the food people buy because we'll be relying more on other countries that are less environmentally friendly, plus we'll be losing a part of our state's heritage. We have to keep the connection strong between farmers and consumers and keep support for farming just as strong."

A close-up photograph of a pair of hands holding a large, vibrant red bell pepper. The pepper is wet with water droplets. The background is a soft-focus green, suggesting an outdoor setting.

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Food and Farm News

Courtesy of CFBB

Christmas tree farms prepare for season

Christmas tree prices should hold steady this year, according to the National Christmas Tree Association. Many choose-and-cut tree farms open the day after Thanksgiving. The association says sales of natural, locally grown trees have enjoyed a renaissance, thanks to buyers from the millennial generation. Data from the credit card-processing firm Square indicate tree prices fluctuate during the holiday season, reaching their low point—not surprisingly—on Christmas Eve.

U.S. turkey production remains stable

This is the time when many people think about turkey, and the U.S. Agriculture Department says Americans consume about 16 pounds of turkey per person each year. That figure has stayed stable—and so has turkey meat production. California ranks eighth in the nation in turkey production, with about 11.5 million birds marketed last year. USDA says wholesale turkey prices have been trending lower in 2018 compared to a year ago.

Purple sweet potatoes gain popularity

It's still a specialty crop, but you're more likely to see purple sweet potatoes on the market this year. A company that grows the purple potatoes says it has increased production steadily the past few years. The sweet potatoes gain their purple color because they're rich in plant pigments that serve as antioxidants with disease-preventing properties. University researchers are working on additional purple varieties that could grow well in California.

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CALENDAR OF EVENTS

✦ **There will be no RCFB Board of Directors meeting in November or December. The next board meeting will be held on Wednesday, January 9, 2019, beginning at 5:30 p.m. at Russo's Italian Kitchen in Banning.**

Tiny wasps fight against big problem for citrus

New recruits in the fight against a deadly citrus disease entered the battle at Cal Poly Pomona Tuesday, as officials released beneficial wasps into citrus trees. The wasps act as natural predators of the Asian citrus psyllid, an insect that can spread the fatal plant disease HLB. More than 3 million of the tiny wasps have been released in Southern California this year, as officials work to keep HLB out of commercial citrus groves.

Fruit fly infestation leads to quarantine

A 79-square-mile portion of Los Angeles County has been placed under quarantine due to an infestation of the Mexican fruit fly. Discovery of several flies in Long Beach led to the quarantine, which encompasses the ports of Long Beach and Los Angeles. State agricultural officials say quarantine restrictions could affect some shipments at the ports, as well as movement of fruit from other sites. Authorities will release sterile male fruit flies to combat the infestation.

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