



Riverside County

AGRICULTURE

The official publication of Riverside County Farm Bureau, Inc.

A private, nonprofit organization serving farmers throughout Riverside County since 1917

AN OPPORTUNITY TO MAKE A DIFFERENCE

California’s farm and ranch families work hard year-round to produce the world’s most abundant supply of affordable, safe, high-quality food. However, the fact remains that one out of nine citizens in the United States is at risk of hunger. What is even more shocking is that there are just as many hungry or at risk of hunger households in rural America as in urban areas.

“For that reason, the California Young Farmers and Ranchers Committee (YFRC) and the Riverside County Farm Bureau’s YF&R Committee will once again be joining forces with America’s Second Harvest on a campaign to create a hunger-free California, said Riverside County Farm Bureau’s YF&R Committee Chairman, Darl Young, Jr. “The YF&R *Harvest for All* program is a unique way for America’s first harvesters to finish the job by assisting America’s Second Harvest in providing food to Californians in need.”

In 2004, California Farm Bureau members donated over 2.4 million pounds of food, volunteered over 1700 hours and raised over \$30,000; all of which went to California food banks to assist Californians in need.

While our success last year was phenomenal, and the help provided by our farm and ranch families was appreciated, there is still much that needs to be done. According to America’s Second Harvest, hunger is a reality for millions of Americans, young and old, who never imagined they would be dependent on food banks, pantries, shelters, and school lunch programs. It is reported that 80 percent of America’s Second Harvest affiliated food banks and food rescue organizations have seen an increase in demand for food assistance in recent years.

To kick off this year’s campaign, YF&Rs from throughout California will be participating in a variety of events to commemorate Hunger Awareness Day, June 7. In Riverside County, we will be conducting a food drive with the goal of raising 30,000 pounds. If you are able and willing to donate product, please contact the Riverside County’s Second Harvest Food Bank at 800.771.2303 or at www.secondharvest.org. Your donation is tax deductible, and will go to help needy families in Riverside County. If you are unable to donate product, we encourage you to consider donating either funds or time to your local food bank.

The California Young Farmers and Ranchers Committee and the Riverside County Farm Bureau’s YF&R Committee is committed to fighting hunger in California. If you are interested in helping or would like to learn more about the program, please contact the YF&R State Coordinator, Sarah Mora at smora@cfbf.com. Together we can make a difference!

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News in Brief...

CALIFORNIA MILK PRODUCTION TOPS \$5 BILLION

The on-farm value of California milk production has surpassed \$5 billion for the first time. A report issued yesterday (Thursday) says farmers sold milk with an on-farm value of more than \$5.3 billion. A sharp recovery in farm milk prices combined with a slight increase in milk production, to boost the sales total. California is the nation's top milk-producing state.

FARMERS WORK TO RESTORE CALIFORNIA WETLANDS

Cooperative programs involving farmers and government agencies have restored more than 90,000 acres of California wetlands, according to figures released by the U.S. Agriculture Department (Friday). The state's farmers have enrolled those acres in the department's Wetlands Reserve Program. During an Earth Day ceremony, officials gathered at a Yolo County farm, where the owners have restored wetlands habitat to benefit waterfowl.

FRESH VEGETABLE CONSUMPTION RISES 4 PERCENT

Americans appear to be taking the advice to eat more fresh vegetables. Measured on a per-person basis, use of fresh vegetables increased 4 percent last year, according to a government report released yesterday. The U.S. Agriculture Department says the most notable increases in vegetable demand came in spinach, cauliflower, onions, cabbage and lettuce. The report says the average American consumed nearly 150 pounds of fresh vegetables last year.

COMMITTEE VOTES TO EXTEND RURAL-CRIME PROGRAM

A successful rural-crime prevention program has survived an early test in the state Legislature. The state Senate Public Safety Committee approved a bill yesterday (Tuesday) that would extend the program. Unless the Legislature acts, the crime-prevention program will expire at the end of June. Farmers and sheriff's detectives say the program has helped prevent and solve rural crimes in the nine Central California counties it serves.

VACCINATE HORSES SOON

State officials are urging horse owners to vaccinate their animals to protect them from West Nile Virus. The California Department of Food and Agriculture says outbreaks of the virus may be worse this year than last. Owners are urged to contact their veterinarians as soon as possible. Last year 540 horses contracted the disease and 229 died. Of the known cases 356 were not vaccinated and 145 more were vaccinated incompletely.

AVAILABILITY OF FARMLAND TOP CONCERN

For the first time in seven years, America's Young Farmers and Ranchers are more concerned about the availability of land for farming than profitability. The finding is a result of a survey of Young Farmers and Ranchers attending the annual meeting of their American Farm Bureau Federation group. Another first is the participants' view that an energy policy should be the top priority of the federal government to help farmers and ranchers. Thirty percent of the participants report both husband and wife working off the farm to make ends meet, an all time high.

WINE ATTITUDES CHANGING

Public attitudes about wine are changing significantly, according to an online survey of 10,000 consumers. More than four-fifths of those surveyed agree or strongly agree that red wine consumed in moderation has health benefits. Another finding is that three-fourths of the panel prefers red to white wine. Of those, more than a fifth prefer red because research reports indicate moderate consumption helps prevent heart disease.



MAY / JUNE

2005 CALENDAR OF EVENTS

-  May 18th - 1:30pm, RCA meeting, CAC Building, Riverside.
-  May 19th - 2:30pm, Ag Grading meeting, 12th Floor, CAC Building, Riverside.
-  May 25th - 9:00am, WRC Ag Coalition meeting, Nuevo Water District office.
-  May 30th - RCFB office will be closed. Memorial Day Holiday.
-  Jun. 3rd - 9:00am, AQMD Workshop to discuss Rule 1110.2, AQMD headquarters, Diamond Bar.
-  Jun. 7th - 1:30pm, HANS/JPR Workshop, Board of Supervisors Board Room, CAC Building, Riverside.
-  Jun. 7th-8:00am, CFBF Air Quality Workshop, CFBF office, Sacramento.
-  Jun. 8th - 6:30pm, RCFB Board meeting, Sizzler Restaurant, Banning.

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New America's Heartland Public TV Series to Celebrate Agriculture



SACRAMENTO, Calif., April 21, 2005 – A new weekly public television show that celebrates the miracle of American agriculture and the farm and ranch families that help make it possible will hit the airwaves this fall, it was announced today. America's Heartland will profile the people, places and products of U.S. agriculture. The magazine-style, half-hour program will focus on our national love for the land, our fascination with food and the bedrock American values of family, hard work and independence that make our agricultural system the finest in the world.

In announcing the ground-breaking series today, the series' two flagship supporters – Monsanto Company and the American Farm Bureau Federation (AFBF) – along with the show's producer, KVIE, the public television affiliate in Sacramento, Calif., said they are proud to collaborate with other U.S. agriculture groups to raise awareness of the significant contribution that agriculture makes to the quality of American living. America's Heartland supporting contributors include American Soybean Association, National Corn Growers Association, National Cotton Council, United Soybean Board and U.S. Grains Council.

America's Heartland will help viewers better understand the nation's farm and ranch families and the challenges and opportunities they face as they produce food and fiber for Americans and people in other countries.

"American farmers play an important role in the stewardship of the land and foods we eat – it is important that they are recognized by non-farming communities for their hard work and devotion," said Kerry Preete, vice president of U.S. crop production at Monsanto Company. "America's Heartland will provide metropolitan audiences an important opportunity to learn more about the story beyond the grocery store shelves and usher in a greater respect for farmers' and ranchers' contributions."

Series supporters also believe America's Heartland will help raise public awareness of the agricultural industry, particularly among the nation's opinion leaders, and highlight the important role farmers and ranchers play in feeding, clothing and fueling the world.

"We believe America's Heartland will provide an opportunity for consumers to get reacquainted with American farmers and ranchers, the people who produce their food," said Bob Stallman, president of AFBF. "Americans, for a number of reasons, are

removed from their agricultural roots. America's Heartland will help bridge that disconnect. America's Heartland will show the diversity of American agriculture – the variety of operations and people in the profession. America's farms are still predominantly operated by farm families and not large



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corporations, as many people think. America's Heartland will put a face on those families and give them a voice." Stallman said Farm Bureau is proud to team up with Monsanto, a leading agricultural technology company that has helped farmers become more profitable, productive, and efficient in meeting the needs of American consumers, and KVIE, which has already proved its ability to tell agriculture's story to the public through its eight years of producing the California Heartland series, which was one of the most-watched series in the 50-year history of California public television.

America's Heartland is as much about the way of life of the people working and caring for the land as it is America's food and agriculture system. Each half-hour program will be shot entirely on location in digital widescreen format, according to Jim O'Donnell, Director of Program Marketing for KVIE.

The first season of the program will consist of 20 original programs, one or more of which will break from the established format to cover a single topic or theme. The series will premiere the first week of September 2005. The series will be distributed to each of more than 300 public television stations in America by America's Public Television, the single largest provider of programming to public television stations.

"We project that the first season of the program will be available in markets totaling more than 60 percent of the nation's viewers – approximately 100 stations reaching more than 71 million households," O'Donnell said.


People interested in seeing a sneak peek of the series may view an introductory trailer at the website: www.americasheartland.org. America's Heartland is a weekly television program that celebrates the miracle of American agriculture and the farm and ranch families that help make it possible. The presentation of this program is made possible through major underwriting by Monsanto Company in collaboration with the American Farm Bureau Federation. Additional production and promotion assistance is provided by the American Soybean Association, National Corn Growers Association, National Cotton Council, United Soybean Board and U.S. Grains Council.

The American Farm Bureau Federation is the nation's largest farm organization with affiliates in 49 states and Puerto Rico. For more information on Farm Bureau, see: www.fb.org.

Monsanto Company is a leading industry provider of technology-based solutions and agricultural products that improve farm efficiency and food quality. For more information on Monsanto, see: www.monsanto.com.

KVIE, Sacramento is the creator and producer of America's Heartland, a weekly series celebrating the generous earth of our nation and the people who work it. KVIE is a PBS member station and one of the most prolific producers of content for public television in America. For more information, see: www.kvie.org.

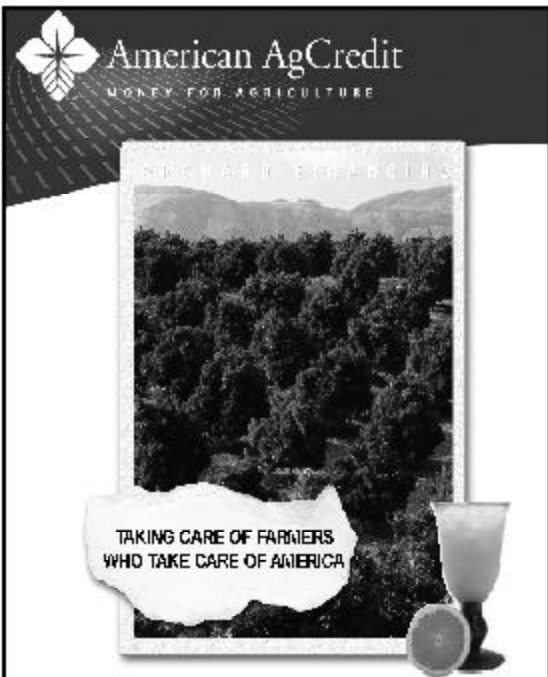
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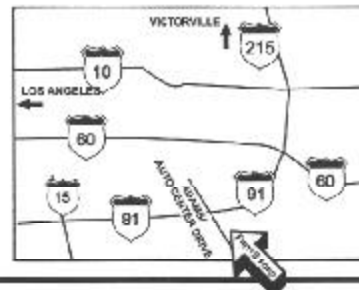


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WHAT HAS THE RIVERSIDE COUNTY FARM BUREAU BEEN DOING FOR ITS MEMBERS?

The Farm Bureau has been working diligently in several areas including but not limited to;

1. Working with the Riverside County supervisors on MSHCP issues.
2. Air Quality issues - SB 700 Rules pertaining to agriculture compliance.
3. San Jacinto Watershed issues including TMDL's.
4. The Farm Bureau represents its members at the Western Riverside County Regional Conservation Authority meetings.
5. We represent agriculture interests at the draft Coachella Valley MSHCP meetings.
6. Continue lobbying our supervisors and other elected officials to protect and promote agriculture in Riverside County.
7. Represent our members at the Agriculture draft Grading Ordinance meetings.
8. Represent our members at the draft Hillside Ordinance meetings.
9. Monitor water supply and quality for agriculture.
10. Promote Agriculture in the Classroom.
11. Support FFA and 4-H students.

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