



Riverside County

# AGRICULTURE

The official publication of Riverside County Farm Bureau, Inc.

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

## Ulmer Farms awarded California's first S.H.A.R.P Award

By Ray Acree, Area Manager, Cal/OSHA Consultation Services

Ulmer Farms in Blythe has become the first farm in California as well as Riverside County to receive the prestigious Cal/OSHA S.H.A.R.P Award. The S.H.A.R.P Award (Safety and Health Achievement Recognition Program) is bestowed on employers who have developed and maintained a highly effective Injury and Illness Prevention Program (IIPP), as well as demonstrating an ongoing commitment regarding the safety and health of their employees.

Along with the S.H.A.R.P. Award, Ulmer Farms also received a Golden Gate Letter of Recognition which is a pre-S.H.A.R.P commendation for establishing an effective Injury and Illness Prevention Program. An IIPP is required of all California employers regardless of size or industry.



L - R: Ray Acree, Area Manager, Cal/OSHA Consultation Services, John Ulmer, Owner, Greg Hebdon, employee, Rigo Perez, employee, and Grant Chaffin, Riverside County Farm Bureau President.

John Ulmer, owner of Ulmer Farms, began working with the Cal/OSHA Consultation Services Partnership Program in 2000 and has continued to work with the consultation service every few years to update and improve Ulmer Farm's overall safety and health management system.

By receiving the S.H.A.R.P. Award, Ulmer Farms is exempt from programmed inspections performed by the Cal/OSHA Enforcement Unit for two years. Ulmer Farms also

has the satisfaction of knowing that it is performing above and beyond the mandatory requirements to assure a safe and healthful workplace for its employees which is not only highly commendable from a moral and ethical standpoint but is just plain good business.

Congratulations once again to John Ulmer and his employees for becoming the first farm in Riverside County and California to earn the S.H.A.R.P Award.

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Printed by Layton Printing, La Verne,  
California.

## **Welcome New Members**

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

## **Updated Wine Grape Coverage Now Available**

The wine and table grape industry in California continues to experience challenges not only from Mother Nature but from our current flat economy. To better assist growers when Mother Nature strikes, The USDA's Risk Management Agency in Davis has been working in concert with industry trade groups, including Farm Bureau and CGTL has resulted in several key enhancements to the 2010 Grape crop insurance program for the upcoming year.

Most notable of the changes for 2010 has been that wine and table grape growers now have the option to insure up to 85% of their historical average production by variety. Several newer varieties of both wine and table grapes have been added and are now insurable in specific counties.

For wine grape growers who have specific variety under contract, they can now elect to insure their grapes at near their contract price. Each variety in each crush district has an established price which is reflective of that particular district. Growers under contract can now insure up to two times the established price or their contracted price whichever is less. This new provision allows growers who have premium or organic grapes to better manage their risk and bottom line.

For growers in selected counties the Adjusted Gross Revenue (AGR) program is still available. AGR works to provide a revenue floor for the producer's operation. Often a grower's profitability is not solely affected by direct yield losses from weather, diseases and insects, but from the reduction in quality and revenue those perils may cause. AGR is based on the last 5 years of your gross revenue from

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crop proceeds. It allows you the flexibility to manage more effectively, knowing you have a program in place to help meet your fixed operating costs. AGR is currently available in San Joaquin, San Luis Obispo, Ventura, San Diego, Riverside, Fresno, Kern & Tulare counties.

At this time growers who want to access FSA disaster programs such as SURE (Supplemental Revenue Assistance) or TAP (Tree/vine Assistance Programs) are required to have federal crop insurance on all of their crops in the county to maintain eligibility, both Wine/Table Grape MPCl and AGR meet this requirement.

Crop damage and loss of revenue is something no one can predict, so it's prudent to know your risk management options. Both MPCl and AGR federal crop insurance programs are currently subsidized to make them more affordable to the grower. For additional information about these programs or how this and other new private programs work to manage your crop risk, visit Golden State Crop Insurance at our website at [www.goldenstatecrop.com](http://www.goldenstatecrop.com) or call us at 888-252-9797. As the only certified John Deere Risk Protection brokerage on the west coast, we have personal service and expertise to meet your operations needs.



### **ARB Developing Rules for Off-Road Equipment Your Input is Needed Today!**

The California Air Resources Board is at it again, this time preparing to **develop rules that will eventually require the upgrade of self-propelled agricultural field equipment of 25 horsepower or larger.**

In 2008, **Farm Team members like you helped to shape the regulations surrounding on-road diesel trucks** by providing input on the types of trucks used on your operations. That information helped to establish low-mileage thresholds and longer compliance schedules for truck replacement.

**Your input is needed again!** Agriculture organizations from across the state, including Farm Bureau, are asking members to **complete a survey about their off-road equipment.** Since there are a number of organizations that are also conducting the survey, please complete the survey only once.

**The deadline for completing the survey is December 31.** The survey information will be compiled and submitted to the California State University, Fresno Foundation. Your personal contact information will be removed before it is given to the Fresno Foundation. In addition, **information provided to the foundation is confidential and cannot be accessed by any private or public interest.**

If you have already completed the survey, thank you for your efforts to protect California's family farms and ranches. Your input truly makes a difference.

**If not, take action today!** Visit our website at [www.cfbf.com](http://www.cfbf.com) to:

**Complete the Off-Road Equipment Survey:** <http://www.cfbf.com/agoffroadsurvey/>

**Learn more about air quality regulations:**  
<http://www.cfbf.com/issues/index.cfm#currentissues>

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# The Riverside County Farm Bureau wishes to thank our 2009 Annual Dinner Sponsors.



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# Nationwide and Allied Insurance

By John Valentine, Director Sponsor Relation Sales

On the afternoon of October 11, 2007, Jim Granzella sat in his pickup truck in shock and despair. The pickup's doors were locked and windows raised to avoid reporters, and to avoid smoke from the massive fire that was methodically destroying his life's work.

Granzella's popular business, located in Williams, CA, was burning to the ground, and there was nothing the fire fighters could do to prevent its complete destruction.

In 1973, Jim and his wife of twenty four years, Beverly, moved north to Williams from the Contra Costa County, a hundred miles to the south. Interstate 5, the main north/south artery in California, had just opened. There weren't many rest stop opportunities for travelers between Sacramento and Redding, and Jim sensed potential at the Williams off ramp.



L - R: Bob Bargioni, George Peterson Insurance, Jim Granzella, Owner, Shawn Roessler, Commercial Claims Adjuster, Allied Insurance

The Granzellas bought a building and started a deli. They added pizza and ice cream, and gradually expanded to a full-fledged restaurant, an inn, and a sports bar replete with hundreds of sports memorabilia, and a genuine stuffed ten-foot Alaskan polar bear.

By 2007, Granzella's had become a favorite stop for travelers, attracting 3,000 visitors a week. Granzella's was the third largest employer in Colusa County, employed 150 people, and was a major source of tax revenue for the city and county.

And Jim Granzella, at age 79, sat in his pickup truck, windows rolled up, watching his life's work vanish in smoke and flames.

Bob Bargioni at George Peterson Insurance had been Jim's insurance agent for thirteen years.

"I had to work to gain Jim's trust" Bargioni recalled. "Once I wrote the account, Jim wanted me to do the right thing for him and his business. His concern was our getting the protection right, not getting the lowest price."

Bob placed Granzella's business insurance with Allied Insurance. He made sure the Granzellas had the right protection, including current values and loss of income protection. Bargioni's professional care for his client paid off for Jim Granzella, his business, and his employees when the worst-case scenario occurred. **CONT. ON PAGE 6...**

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## **PAUL WENGER ELECTED CALIFORNIA FARM BUREAU PRESIDENT**

A third-generation farmer from Modesto has been elected president of the California Farm Bureau Federation. Paul Wenger was elected today by delegates to the organization's 91st Annual Meeting in Anaheim.

Wenger, who grows walnuts and almonds, becomes the 15th president of the state's largest farm organization. He has been a statewide officer of the organization since 1997, when he was elected second vice president. He was elected first vice president in 2005.

"As folks in Modesto know, I'm a hands-on farmer and I'll be a hands-on president," Wenger told delegates following his election to a two-year term. "I'm ready to go to work. Thank you for giving me this chance and believe me, I will make you proud."

Delegates elected Kenny Watkins of Linden as first vice president of the organization. Watkins had been second vice president of the Farm Bureau since 2005. He raises beef cattle and grows alfalfa, processing tomatoes, walnuts and grain hay.

A farmer from Oroville, Jamie Johansson, was elected second vice president. Johansson serves as a vice president of the Butte County Farm Bureau and is a former state chairman of the CFBF Young Farmers and Ranchers Committee. He grows olives and operates an olive oil company.

Eight members were newly elected to the CFBF Board of Directors: Dennis Atkinson of Lebec, Matt Conant of Rio Oso, Mich Etchebarne of Modesto, Cathie Pierce of Catheys Valley, John Pierson of Vacaville, David Roberti of Loyalton, John Vevoda of Ferndale and Norm Yenni of Sonoma.

Maria Azevedo of Merced was elected to chair the statewide Young Farmers and Ranchers Committee and will serve as an advisory member of the CFBF board.

The California Farm Bureau Federation works to protect family farms and ranches on behalf of 81,000 members statewide and as part of a nationwide network of more than 5 million Farm Bureau members.

Editors note: For sound bites with Paul Wenger, call the Food and Farm News audio actuality line: 800-852-7502 or see the online version of this release at [www.cfbf.com](http://www.cfbf.com).

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### **.....CONT. FROM PAGE 5.**

Shawn Roessler was the Allied Insurance adjuster assigned to the loss. "For those of us who grew up in Northern California and who come from farming families, Granzellas was a landmark, she said. "I've been going to Granzellas since it was built. Farmers and hunters who live in that area stop in to eat and buy olives. It's just what you do.

"It was critical to get them operational as soon as possible not only for their loss of income, but for the community." Rosseler explained. "Everyone worked with us – the building department, the fire department, etc. Never ever have I had such cooperation among all the municipalities. It really says something for the small town way of life."

"My first few meetings with the Granzella's were great," Rosseler continued. They had a long-standing relationship with their agent, Bob. They just wanted their business back. I was up there frequently, delivering payments and answering questions. The contractor they hired also did an awesome job, and got things done faster than I've ever seen. "

Ten months from the day of the fire, Granzella's reopened. The firefighters had managed to save most of the sports memorabilia and, yes, the polar bear. Today, business is better than ever. Jim Granzella, now 81, is prouder than ever of the business he built, and then rebuilt.

Getting your insurance right isn't necessarily getting your insurance cheap. It means finding an agent you can trust, who will do a thorough and professional job for you – teamed with a financially strong, customer focused company like Allied Insurance. Allied is a member of the Nationwide Insurance family, whose employees' mission is to be On Your Side.

The next time you're on I-5 in northern California, take the Williams off ramp and stop in at Granzella's. Jim would love to show you around. Be sure to have a great meal, see the polar bear and pick up a jar of muffuletta mix or garlic olives.

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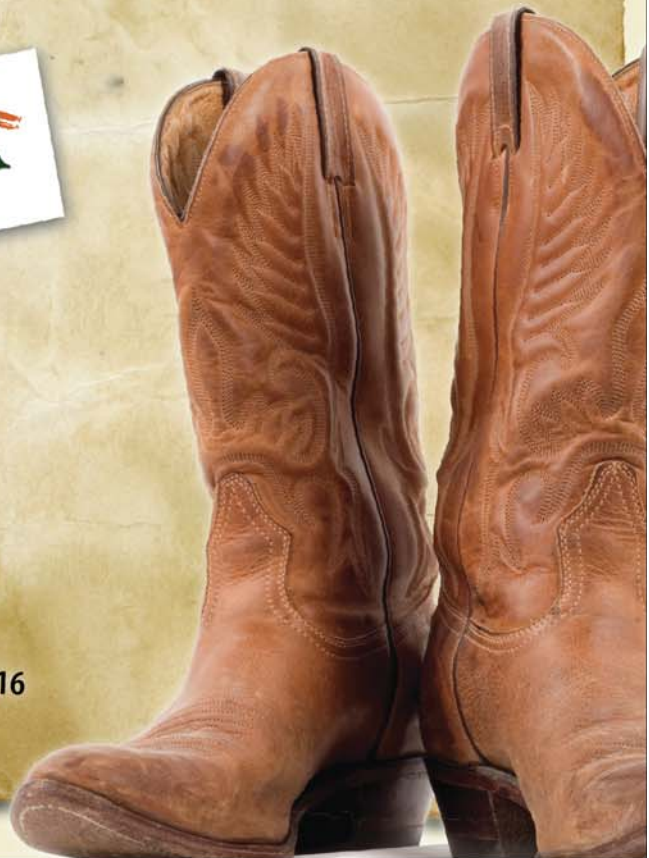
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The official publication of


Riverside County Farm Bureau, Inc.

[www.RiversideCFB.com](http://www.RiversideCFB.com)

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

## Our 63rd Year of Publication: Volume LXIII, Number 12, December 2009.

(USPS 466-900) Published monthly by Riverside County Farm Bureau, Inc., a non-profit organization serving farmers and ranchers at 21160 Box Springs Road, #102, Moreno Valley, California 92557, Telephone 951/684-6732 or Fax 951/782-0621. Subscriptions: \$1 per year of membership dues. Periodicals postage paid at Riverside, California 92507, under act of March 3, 1887. POSTMASTER: Send address changes to RIVERSIDE COUNTY FARM BUREAU, 21160 Box Springs Rd., #102, Moreno Valley, CA 92557.



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## 2009 CALENDAR OF EVENTS

- \* December 24th & 25th – the RCFB office will be closed to observe the Christmas holiday.
- \* January 1st – the RCFB office will be closed to observe New Year's Day.
- \* January 13th – RCFB Board meeting, 5:30 pm at the Farm House Restaurant in Banning.
- \* January 20th – Coachella Valley TAC meeting – 1 pm at the CVWD headquarters.

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