



Riverside County

# AGRICULTURE

The official publication of Riverside County Farm Bureau, Inc.

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



## New Executive Director Takes Post at Riverside County Farm Bureau

The Riverside County Farm Bureau’s Board of Directors has selected Steve Pastor as their new Executive Director. He began on September 2<sup>nd</sup>.

Steve is a third generation farmer and began his farming career on the family owned herb farm in San Jacinto. Later, he worked for Spice Islands as a farm manager and as the first Industrial Spice Product Manager for Spice Islands. Steve is a Certified Health and Safety Manager and also worked in agriculture health and safety.

Most recently, Steve was the Executive Director for the Imperial County Farm Bureau and for the Imperial Valley Vegetable Growers Association. He served as vice-president of the Riverside County Farm Bureau as well as District Director II to the California Farm Bureau Federation. Steve has been a member of the Riverside County Farm Bureau since 1974.

Steve is a 1972 graduate of the California State University, San Diego, and a graduate fellow of the California Agriculture Leadership Program. He served in the U.S. Army after graduation from college. Steve and his wife, Mary, reside in Hemet. They have three grown children.

Riverside County Farm Bureau president, Cindy Domenigoni said, “Steve will bring to the position a wealth of knowledge in agriculture which will serve our industry and our membership very well.”

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# News in Brief...

## SCHWARZENEGGER EARNS SUPPORT

California's two largest farm organizations have endorsed Arnold Schwarzenegger for governor. The boards of the California Farm Bureau Federation and Western Growers announced the endorsements (Saturday) at a rally in Sacramento. Schwarzenegger told the rally that California must "do everything it can to help our farmers." He said the success of agriculture will be a crucial factor in improving the California economy.

## NOT-SO-HOT WEATHER WILL HELP DATES

They thrive in hot weather, but even dates need a break from the heat now and then. Date farmers in Riverside County say they're hoping for slightly cooler weather as they harvest this year's crop. The fruit tends to dry out when temperatures remain above 105 degrees, as they have been. Forecasts call for temperatures to drop, at least a little. Thus far, growers report a good-sized date crop, and they hope a large proportion will qualify for the best grade.

## WINEGRAPE CROPPERS RACE TO RAIN

It's hurry-up time for winegrape growers. Farmers are working as quickly as they can to harvest their crops, so grapes will be less vulnerable to late-summer or early-autumn rain. Farm advisors say winegrapes already face higher-than-average problems with fungal diseases, because damp spring weather was perfect for disease formation. Farmers worry that any rain in the next 60 days would create severe outbreaks.

## RULING BACKS FARM BUREAU POSITION

A federal appeals court has reinstated the California Farm Bureau lawsuit challenging the Cal-Fed Bay-Delta Program. The ruling in San Francisco yesterday (Monday) involves Cal-Fed's 30-year plan for the Sacramento-San Joaquin Delta and San Francisco Bay. The Farm Bureau says Cal-Fed has refused to avoid or even consider its environmental impacts on agriculture. The ruling returns the case to a district court in Fresno.

## BELL PEPPER SUPPLIES HIT PEAK

This time of year is the low point for bell-pepper prices. Growers in Central California produce the crop nearly year-round, but at the end of summer the other regions of the country are also producing peppers. Farmers say demand for bell peppers stays fairly constant. California and Florida are the top two states in bell-pepper production, with California's crop valued at about \$200 million dollars last year.

## HEAT DELAYS START OF APPLE HARVEST

Because apples don't grow well in hot weather, California farmers found themselves facing unwanted competition. A hot spell in August delayed the start of the California apple harvest by as much as two weeks. By the time farmers began harvesting, apples from Washington had already begun reaching market. Washington's crop is much larger, so grower prices dropped. California farmers describe the quality of their apples as excellent.

## U.S. LOOKS TOWARD TRADE TALKS

American negotiators say they will try to keep the big picture in sight, as world-trade talks resume in Cancun, Mexico, this week. US Agriculture Secretary Ann Veneman said (Friday) said US representatives will continue to press for what she called "equity and fairness in agricultural trade." The US has been encouraging other nations to remove barriers that slow the movement of crops and commodities around the world.

-- News items credited to California Farm Bureau Federation.

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## Southern California Fair Salutes America

One of Southern California's premiere events is gearing up for nine exciting days and nights of entertainment and attractions. Formerly the Farmers Fair & Festival, the Southern California Fair will play host to entertainment and attractions for the whole family. Scheduled to run October 11<sup>th</sup> – 19<sup>th</sup> at the Lake Perris Fairgrounds, the fair is highlighted by the fair's concert series, exciting motorized events in the Coors Arena, exhibits, livestock, carnival ride and games for kids of all ages and of course the delicious fair food.

Themed, "An American Tradition," the fair is saluting the fair's history and America. The name change of the event was to better suit the change in the surrounding communities, while keeping a piece of the fair's history. Back in the 1920's the fair was called the Southern California Fair, but as time pasted the fair went through many changes in the name and locations.

Presented for the first time in Southern California, visit Presidential Hall at this year's Southern California Fair. The highlight of the hall will be the reproduction of the Oval Office. The office is decorated to look like it did when Ronald Regan was president. A tour guide will give fair visitors a brief history of interesting facts about the famed Oval Office.



As you move through Presidential Hall, you will find a multi-room photomural tour of the White House. The mural includes images the famous Lincoln Bedroom, the Blue Room requested by George Washington, and the history of the East Room.

Visitors of all ages will be able to learn more about our presidents with the "Life of A President" wall panels. The panels depict the official portrait of the former presidents, which was provided by the White House Historical Society. Along with the portraits, highlights of their presidency and personal facts about them are provided for the visitors to learn more about the past presidents of our nation.

The exhibit will be on display during the run of the fair. Other elements to the exhibit include a 3-D White House Tour, famous "First Lady" gowns and outfits, a replica of the Liberty Bell, an artifact of the World Trade Center, a replica of the president's podium where visitors can read a speech from the same style transparent teleprompter the president uses in his addresses and much more.

Another area new to the fair will be the fair's Community Stage. Sponsored by The Press-Enterprise, the stage will feature acts and



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demonstrations from individuals and groups from the Southern California area. Also featured on this stage will be the Inland Empire/Riverside County Philharmonic, which will perform on Monday, October 13<sup>th</sup> at 3 p.m. Hispanic sensation, Adan "Chalino" Sanchez will take center stage on Sunday, October 19<sup>th</sup> at 7:30 p.m. to help celebrate the fair's Fiesta Day.



With much more to see, the fair will also have more to do for everyone. The fair will have more to do at the X-treme Zone and Kids' Zone. The X-treme Zone will include mechanical bull-riding, rock climbing, a trampoline-bungee apparatus and a daily lumber jack show.

Other highlights of the fair will include the fair's concert series and motorized events. This year's concert series will feature R&B sensation Mya, Country trio SHeDAISY, 80's sensation The Bangles, country legend Chris LeDoux, and Christian rock groups Delirious with the OC Supertones. On the weekends of the fair, the motorized events will hit the Coors Arena. See exciting shows like the Monster Trucks, Metzger Mania, Truck & Tractor Pull, BMX & 50 cc Demonstration & Competition, Moto X "Big Air" Competition and Demolition Derby.

Other entertainment includes the PRCA Rodeo, Junior Livestock Auction, the Universal Cheerleading Association Competition, Mexican Rodeo and much more.

All entertainment at the fair is with fair admission. Admission prices are \$7 for adults (21-59), \$5 seniors (60+), \$5 for youths (13-20), \$3 for children (6-12), and children 5 and under are free. Reserved seats are available for the headline concerts for \$6 per seat. Admission tickets, unlimited carnival ride wristbands and reserved seats to the headline concerts are available in advance at a tremendous savings.

For information on the Southern California Fair, call (909) 657-4221 or visit the fair's web site at [www.socalfair.com](http://www.socalfair.com).

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## Farm Bureau to buy animals at the Southern California Fair

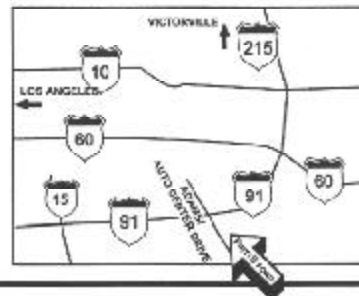
The Riverside County Farm Bureau's Board of Directors has decided to cancel its annual Farmer's Fair Buyers' Dinner this year and use that money to purchase livestock from FFA and 4-H members.

The Farm Bureau Board felt that the money would be better spent actively participating in the auction process to support the Fair, our young people, and their families more directly.

The Farm Bureau will continue to have the Farmer's Display booth set-up during the fair.



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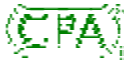
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