



# Small Farm News

Small Farm Center • Cooperative Extension • University of California

## Desmond Jolly Retires Following Successful Academic Career

by Jeannette Warnert, Sr. Public Information Representative, Web Content Coordinator,  
University of California, Agriculture and Natural Resources.

**F**rom a family farm in Jamaica to the helm of UC's Small Farm Program, Desmond Jolly has worked to support and sustain traditional agricultural endeavors all his life, particularly during a 35-year UC career that concludes when he retires July 31.

Described by colleagues, students and associates as "creative," "inspirational," "a friend" and a "pretty hip professor," Jolly steps down from a career adorned with awards, high-level appointments and appreciation from the many professionals and farmers whose lives and careers he touched.

Jolly was born in the Jamaican town of Green Island, where his father raised pigs, sugar cane, bananas, goats and chickens. After a stint running the family farm, Jolly left for college in the United States. At Utah State University, he chose to study economics.

"Economics resonated with the concerns and interests I had," he said. "It answered my questions."

Jolly earned a bachelor's degree in economics at Utah State in 1965. At the University of Oregon, he completed a master's degree in economics in 1968 and a doctorate degree focusing on international economic development, international trade, labor and human welfare in 1973.

After teaching experiences at the University of District of Columbia in Washington, D.C., and at Howard University, Jolly became disillusioned with Eastern city life and took the position of extension specialist in consumer economics at UC Davis in 1971. In 1980, his focus moved to agricultural economics.

"Agricultural economics is fascinating because it is related to producing food, which is so basic to human welfare, and because of the intriguing social and political aspects of agricultural production – such as the system of land ownership and how public policy stabilizes prices and stimulates production," Jolly said.

Jolly was a successful teacher and researcher, but his contributions in public service made his career stand out. He served on the California Department of Food and Agriculture consumer advisory committee and, in 1980, was appointed by Governor Edmund Brown, Jr. to the California State Board of Food and Agriculture, the highest public advisory board on agriculture in the state. Four years later, Jolly was appointed to the California Export Market Incentive Program Advisory Board.

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## Perspectives on Agricultural Sustainability in the 21<sup>st</sup> Century

By Richard E. Rominger

**H**ere is another definition of sustainable agriculture put together by the California Roundtable on Agriculture and the Environment, an alliance of agricultural, conservation, environmental and public agency leaders.

The group seeks "to promote an agriculture that is economically viable, environmentally sustainable and socially responsible. By economically viable, we mean agriculture that is profitable and long-lasting. By environmentally sustainable, we mean the production, processing, transport, and consumption of agricultural products in such a way that conserves natural resources and protects human and ecosystem health. By socially responsible, we mean contributing to the needs of the community, including farm families and employees, protecting consumer and worker health and safety, and supporting state, regional and local agriculture in the marketplace. We believe that agricultural producers, consumers, policymakers and public interest organizations must all play a critical role in achieving these objectives."

Sustainability has to be about more than "economic efficiency", which is what a "market driven" economy strives for. In Tom Friedman's "flat world", the movement

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## Director's Message

### Sayonara! And Thanks For The Memories

After more than ten years, two five-year terms, as Director of the Statewide University of California Small Farm Program, I am moving on to another phase of my career and life – retirement. In my 35 years of service to the University community and society at large, I have had a number of opportunities and challenges, including my eleven years at the helm of the UC Small Farm Program. This has been a signal opportunity for me and enabled me to bring together, in a coherent, cohesive way, many strengths, some of which I did not recognize hitherto. It enabled me to exercise my imagination, creativity, vision, leadership and organizational skills to help develop the program to a place of prominence in the service of our various clientele.

The foundation of our program was already well in place when I became director. We were able to focus our energies on building on that foundation and becoming the best we could be. We already, for example, had a good program in the area of niche and specialty crops and in alternative and direct marketing. But our approach to serving our small farm clientele has evolved over the years. We have tried to be nimble and innovative.

One of our earliest new program thrusts was a project called “Adding Value to California Agriculture Through

Agritourism.” That project has resulted in robust agritourism development efforts in California and has informed similar efforts in other states and nations. Our two main agritourism manuals are in their second editions and have been widely circulated. Our searchable agritourism databases were firsts in the US and have served our operators and visitors usefully. We were a founding member of the International Association of Experts in Agricultural and Rural Tourism. In fact, it seems fair to say that agritourism has gone mainstream and we are proud of having contributed to this diffusion of innovation.

By the early nineties, we recognized that food safety would need to be a key educational outreach area for small farmers and with the help of a grant from USDA, we launched an educational program with the help of experts such as Drs. Linda Harris and Trevor Suslow, of the UC Davis faculty, focusing on the needs of small farmers and direct marketers.

More recently, we have developed new emphases in Risk Management Education – for small specialty crop producers, for women, and for agritourism operators. We now have a raft of new educational materials in this regard. We are proud of our new series of publications and slide sets on farmers market management. And I am grateful for the opportunity to have served on a number of important national policy institutions – The National Commission on Small Farms,



Desmond Jolly

and the USDA National Advisory Board on Research, Extension, Economics and Education.

Over the years, I developed a number of significant collegial relationships and friendships with colleagues across the country. These helped to sustain me over the years, as have the relationships with, and feedback from our small farmer and marketing clients that we serve. I have been blessed to have had a capable and supportive staff, including the many graduate student research assistants over the years. Many of these latter, have gone on to meaningful careers elsewhere.

Thanks to all of you for adding to the richness of my life and career over these eleven, indeed these thirty-five years. I hope we keep bumping into each other.

SAYONARA!

## program news

**New Interim Director** Starting August 1, 2006, **Dr. Marita Cantwell** is the interim director of the Small Farm Program. Dr. Cantwell has worked for the Division of Agriculture and Natural Resources at the University of California in Davis as a Cooperative Extension Specialist in Postharvest Technology of Vegetables since 1986 and has been a member of the Small Farm Workgroup for many years. Her scientific research, conducted in the Dept. of Plant Sciences at UC Davis, focuses on postharvest quality and storage issues for a wide range of horticultural crops including many specialty vegetables and fresh-cut vegetable products. Marita Cantwell's contact information at the Small Farm Center is telephone 530-752-7774 and email micantwell@ucdavis.edu.

**Next California Small Farm Conference** Mark your calendars for the next California Farm Conference to be held March 4-6, 2007 in Monterey. The 3 day event includes farm tours, focused workshops, general educational sessions and many opportunities for networking. Conference topics include cultural practices, value-added processing, specialty crops, marketing and business strategies, and more! To learn more about the conference visit the website: [www.californiafarmconference.com](http://www.californiafarmconference.com), or write to California Farm Conference, PO Box 73614, Davis, CA 95617 or call 530-756-8518 Ext.38. We hope to see you there!

## Retirement — FROM PAGE 1

In 1995, Jolly was named director of the UC Small Farm Program, which was created by the California Legislature to enhance the viability of small- and moderate-scale agricultural producers by carrying out research and extension education in production systems, marketing and farm management. The strengths of the program are six county-based farm advisors who interact directly with small-scale producers and the Small Farm Workgroup, which pools the research and extension expertise of a wide variety of academic and industry professionals.

“This has been a very appropriate climax to my career, in areas of research, extension education, program management and program development. All of these things came together in the Small Farm Program,” Jolly said.

In 1997, Jolly was appointed vice chair of the National Commission on Small Farms by then Secretary of Agriculture Dan Glickman. The commission conducted hearings around the country to learn about the state of small farming in America and how the USDA was serving needs of this segment of the ag industry. The commission issued a report, “A Time to Act,” in 1998 with 146 recommendations, many of which were accepted and acted upon by the USDA.

“The report has had a marked influence on the prospect for small farms in the United States for the last 10 years,” Jolly said.

Jolly’s distinguished career has been recognized with numerous awards. Some of the most notable include his 2005 induction into the Gamma Sigma Delta honor society for outstanding scholarship and achievements in agriculture and his being named the same year the Outstanding Black Agricultural Economist by COSBAE American Agricultural Economics Association. His colleagues at the Small Farm Program presented Jolly with the Pedro Ilic Agricultural Award in 2006, an award named for the Fresno County small-scale farm advisor whose untimely death in 1994 prompted a decision to honor those who carry out his legacy of personal commitment to small-scale and family farming. Also in 2006, Jolly received the Outstanding Service Award from the USDA Small Farm Coordinators and the “Hero of the Valley” award from the Great Valley Center.

Following retirement, Jolly plans to continue his public service work. He currently sits on three boards: the Roots of Change Council, which is facilitating the adoption of sustainable farming practices in California; the Center for Urban Education on Sustainable Agriculture, which operates the Ferry Plaza Farmer’s Market in San Francisco and offers educational programs about sustainable agriculture; and California FarmLink, a non-profit organization promoting techniques and information that preserve family farming and farmland conservation in California.

In addition, Jolly said he intends to continue to research and write about food systems, and perhaps he will produce a film documentary on topics related to small farming and agriculture.



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The Small Farm Center links those who need information on small-scale farming with those who have the information. The Center produces publications and a newsletter; sponsors conferences and seminars; holds a library of periodicals, reports and books; gives referrals; and answers numerous requests for information.

Readers are encouraged to send us information, express views, and contact us for assistance. Mention of a specific product is intended for readers’ information or as an example of a similar product—not as a recommendation of that specific product.

## Sustainability — FROM PAGE 1

of ideas and information is highly efficient. But in his description of Wal-Mart's "supply chain", the use of labor may be efficient, or exploitive, but the transport of raw materials half way around the world and then shipping the manufactured goods back half way around the world is not an efficient use of other resources. It is a big business burning fossil fuel to get to the most exploitable stops in the supply chain. They have driven down wages in China. Many of their U. S. employees are on food stamps and have no health insurance. They have externalized those costs to taxpayers. Companies that provide benefits for employees are having a hard time competing, many are going out of business.

Globalization is here. We are in a global market. Not every country can or should have to produce all of its own food. Will a sustainable agriculture and food system in California and the U. S. ultimately depend on the sustainability of the entire planet?

In order for the agriculture and food system to be sustainable, all of the costs, including the external costs have to be addressed. If farmers and ranchers can't afford to prevent soil erosion, or protect water quality, or provide wildlife habitat and promote biodiversity, maintain the open space that urban dwellers also cherish, and pay their workers a living wage, the system is not sustainable. If the price paid by consumers for food does not provide a sufficient return to the producers to cover these costs, then society has to develop other means to achieve those goals. Its been calculated that the ingredients of the average meal that reaches your table travel 1500 miles, and the packaging costs more than the food. Is that sustainable, or a wise use of resources?

Federal and state agricultural and food policies are playing an important role in sustaining our agricultural resource base. Federal conservation programs – the Environmental Quality Incentives Program (EQIP), the Wetlands Reserve Program (WRP), the Wildlife Habitat Incentives Program (WHIP), the Conservation Reserve Program (CRP), the Grasslands Reserve Program (GRP), and the newer Farm and



Ranchland Conservation Program (FRCP), and Conservation Security Program (CSP) – are all steps in the right direction. But, much more needs to be done. There could be some improvements and consolidation in the older programs and the newer FRCP and CSP need to be greatly expanded. The next Farm Bill must make a much larger investment in these programs with the funds that will be trimmed from the current commodity programs because of our trade agreements. The World Trade Organization (WTO) is impacting our farm programs.

There could be more support for farmers markets, with more funds for coupons or smart cards for use at the markets by food stamp recipients, elderly consumers, WIC mothers, diabetics, and others. There could be more incentives for school breakfast and lunch programs to purchase more fresh fruits and vegetables locally.

Another area with growing interest is the production of bio-fuels. Agriculture could be a much greater contributor to our supply of fuels, but we need to improve the technologies for the conversion of crop wastes and the growing of new energy crops, rather than putting all of our eggs in the corn to ethanol basket. All of these could help make agriculture more sustainable. Perhaps the Board could help with studies in this area.

In California, a major force influencing the ability of agriculture to sustain itself is the rapidly increasing population. As you know, California is the number 1 state in agricul-

tural production, by far, and also the most populous, by far. The California population is growing every five or six years the same as the entire population of the State of Oregon. Why does California have a 3rd world growth rate, when no other industrialized country does? This is not sustainable. This rapid increase is straining the resources; competition for land and water, being the most obvious. Well financed developers, and the land speculation that goes along with sprawl, are making land unaffordable for farmers. Urban sprawl is continuing to pave over some of the best farmland in the world. In the 1950's Los Angeles County produced the highest dollar value of agriculture production of any county in the country. You know what the Los Angeles basin looks like today. The Santa Clara Valley was an expanse of fruit trees. Today it is Silicon Valley, and it is all paved. That transition is beautifully told in "Passing Farms, Enduring Values", by Yvonne Jacobson, who is a member of the family with the last cherry orchard in San Jose. The Central Valley of California – from Redding to Bakersfield - is the last great Mediterranean climate agricultural production area in the world, and it is now the area most threatened by sprawl in the United States, according to the American Farmland Trust, and we've only been farming here 150 years. We need tougher zoning and mitigation, and more money for conservation easements.

To maintain agriculture here in the long run, 100 years, 500 years, we need to stabilize the population. Current policies are not getting the job done—immigration numbers, both legal and illegal need to be reduced, foreign policy, foreign aid, family planning - we need to repeal the global gag rule and make family planning information available to everyone who wants it. Population growth drives the growth of cities, which take water from agriculture and habitat, but we haven't dealt with it. There should be no new urban development that can't identify a firm, long term water supply. Global warming is threatening California's biggest reservoir, the Sierra Nevada snow pack, but we haven't dealt with it. We could be taxing gas guzzlers to subsidize hybrids. We could shift subsidies from oil, coal and nuclear to research and subsidies for bio-fuels, solar and wind.

If we are going to sustain the production of California's some 350 different crops, providing, among other products, one-half of the countries fruits, nuts, and vegetables, we have to do a better job. Water use efficiency must continue to increase in agriculture, industry, and domestic use, and we need to better manage our in-stream uses, and agricultural drainage. We also need to add new sources, including enlarging current reservoirs, building new off stream reservoirs, reclaiming more brackish water and desalting seawater. Will we avoid what befell our predecessors in previous centuries, as described in "Conquest of the Land Through 7,000 Years", by W. C. Lowdermilk of the U. S. Soil Conservation Service, as a result of his studies and travels in 1938 and 1939, and "Top Soil and Civilization", written in 1955 and updated in 1974, by Vernon Gill Carter a conservation educator with the National Wildlife Federation, and Tom Dale with the U. S. Soil Conservation Service. These problems are more recently detailed in Jared Diamond's book "Collapse". We have the technical knowledge, but we are not addressing the problems. The question is, do we have the political will?

Sprawl has added to our traffic congestion and air pollution. We need land use policies – conservation easements, stronger zoning ordinances, regulations, and market incentives – to absorb most of the population increase within the current footprint of our cities, with infill and higher densities. More and more communities are realizing this, but the pressure from developers is hard for local officials to resist. There should be incentives for developers to build up, instead of out. Elevators are efficient transportation, and handicap accessible too. Our land use has to be more efficient.

Another force influencing agriculture that is not limited to California is the consolidation of upstream suppliers and downstream processors, marketers and retailers. Suppliers raise their prices to farmers to cover their costs of the raw materials, for fuel or fertilizer for example, at

the same time the buyers of farm products are squeezing the prices paid to farmers in order to provide cheap food to consumers. Both suppliers and buyers can adjust their prices to provide a return on their investment and labor, although the competition among them is fierce also. Wal-Mart's drive for the lowest price is not only squeezing producers, but also everyone in their supply chain, and their employees. The external costs of all of this are forced onto someone else. Peaches grown in Greece with E.U. subsidies are processed in Thailand and the canned peaches sold in the U. S. undercutting locally grown canned peach prices.

Organically grown crops have been the fastest growing sector of the food industry for the last few years, but are still a small percentage of the total. More and more consumers are taking an interest in how and where their food is grown. This niche market has provided a profitable livelihood for many growers marketing through farmers markets, community supported agriculture (CSAs), local restaurants, local food markets and national chains like Whole Foods. More and more main stream grocery stores are carrying organically produced food. Some of the large food corporations, such as Sysco and Unilever, are recognizing consumers concerns for fresh, safe and healthy food and are seeking to market more "sustainably produced", and in some cases, locally grown products.

Many organic growers are now thinking "beyond organic", embracing a wider range of sustainable practices. As Scott Exo of Food Alliance explains, "organic is not a systems performance standard. It does not measure soil health. It is a process based standard – which can be effective, but does not have a measurable set of performance metrics. This can create a disconnect between adherence to the process and actual environmental performance. Commoditization can more easily occur with a process based standard – as anyone can adopt the process."

The food and fiber system has been constantly evolving – that is the one certainty.

How, and how much it will evolve in the next 20 to 50 years depends on how much consumers and producers and food company leaders are concerned about food security – safe and healthy food, and our ability to continue to sustain our production under all of the resource pressures we face. If we don't care, we will see more consolidation and fewer farms.

But it also depends on changing consumer habits, based on their own personal health. With the explosion in obesity and diabetes and the medical research that has taken place, more people are realizing the connection between the food they consume and their health.

With greater concern for sustainable use of our resources, and consumers connecting the food they eat with their health, which I think is happening, we will see an expansion of trends like Sysco buying "standards certified" crops from Food Alliance, McDonalds specifying growing conditions, Unilever purchasing "sustainably grown" crops, firms like Niman Ranch selling branded meats from animals raised to their standards by numerous ranchers, major grocery chain stores buying and featuring "locally grown" crops, hotels and hospitals buying more fresh locally grown products, and more consumers buying directly from producers at farmers markets and through CSAs.

Everyone, from producers to international food company CEO's should appreciate that in order to have a sustainable food system, everyone in the system has to be a partner in the value chain, with at least a living wage. As someone said after the Enron and other high profile collapses, "Capitalism with out a conscience is not sustainable."

Our goal is healthy farms, healthy people, healthy communities and a healthy eco-system. We should settle for nothing less.



*Richard Rominger, a fourth-generation Yolo County farmer and graduate of UC Davis, is an advisor on production agriculture to four California universities and has served on many boards and committees dealing with agricultural issues. He previously served as U.S. Deputy Secretary of Agriculture from 1993 to 2001, and contributed significantly to sustainable agricultural development in the U.S. He also served as Secretary of the California Department of Food and Agriculture from 1977 to 1982.*

## Small Farm Advisor Updates and Contact Information

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Aziz Baameur works on water quality and plant nutrition issues as well as production aspects of specialty crops. Water quality issues are extremely important and Aziz Baameur recently participated, along with other advisors and agencies, in a "Water Quality Short Course" to help growers review their water use practices and to develop action plans to reduce water and pollutant movement out of their fields. He is planning a special short course for ethnic Chinese growers that will be organized in several sessions that cover: pest management, irrigation, fertilizer management, erosion and water runoff management, and compliance with water quality in Region 3. Aziz also conducts a Hands-on Fertigation Class with UC Advisor Michael Cahn. Simultaneous Spanish translation makes the course content accessible to clientele that lack English proficiency. This is an annual event with 2-3 sessions in different counties (Santa Clara, San Benito, Monterey, and Santa Cruz). Pest management issues addressed by Aziz and other cooperators include identification and evaluation of pepper viruses on the Central Coast, and organic control of Symphylans (garden centipedes) in green beans and greenhouse Asian vegetables. Recent work on specialty crops for Central Coast production includes evaluation of seedless watermelon (see <http://cesantaclara.ucdavis.edu/> for the 2005 report), blueberry varieties for organic production, and multicolored carrots, green and colored bell peppers (see <http://cesantaclara.ucdavis.edu> for the 2005 report).



Seedless watermelons

### Benny Fouche

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As an entomologist, Benny Fouche has focused efforts on testing alternative production and pest management methods suitable for small farm operators and certified organic production systems. He has experimented with hoop-house production, as well as solar fumigation and other organic methods, and with

pyrethroids and other materials chosen for their lowered levels of toxicity to workers as well as their effectiveness on the target organism. His crops research includes organic blueberry and strawberry trials, as well as blackberry and boysenberry trials. He also conducted variety trials for asparagus, artichokes, bell pepper and tomatoes in recent years during a transition to a new UC Vegetable Crops Advisor in San Joaquin County. During the first part of 2006, Benny was on sabbatical leave in northern Ecuador, where he improved his Spanish language skills and worked with a farm cooperative. These efforts were part of a large scale project that supports limited resource farmers in the Andes Mountains to develop production and market linkages for avocados and broccoli to supermarkets in Colombia. Benny has co-authored a new publication with Pam Ronald on "Genetic Engineering and Organic Production Systems" (UC DANR publication 8188, available at <http://anrcatalog.ucdavis.edu>).



Pesticide application

### Mark Gaskell

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Mark Gaskell has been collecting data during 2006 on weekly yields of promising blueberry, raspberry, and blackberry varieties from multiple trials sites along the Coast. Early in spring 2006, he established a new trial site with promising gooseberry and red and black currant varieties. Blueberries produce primarily in the spring and early summer and then production transitions into blackberries and raspberries in late spring, summer, and fall. See the website <http://cesantabarbara.ucdavis.edu> for his 2006 summaries on production and postharvest quality of Coastal blueberries. Mark spoke at a Strawberry Farm Management meeting (in Spanish) in Watsonville on August 17 and at an Organic Strawberry Production meeting in Santa Maria on August 23. Mark was also an invited speaker on Blueberry Production in Mild Winter Climates at a Small Fruit New Business Development Conference in Kenitra, Morocco on August 28-29, 2006 and visited several on-going experimental blueberry trial sites on the north coast of Morocco. Mark led two blueberry field tours with over 100 attendees on September 8 as part of the annual Festival of Fruit conference at CalPoly State University, San Luis Obispo. Mark also was an invited presenter on Organic Nitrogen Sources for Vegetable Production as part of a workshop entitled Nutrient Management in Organic Production at the Annual Meetings of the American Society for

Horticultural Science in New Orleans on July 30, 2006 (see <http://cesantabarbara.ucdavis.edu> for this presentation).

### Manuel Jimenez

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2006 papaya plants and ripening fruits at Kearney Ag Center in Parlier

Manuel Jimenez has focused intensively on specialty crop development, including work on blueberries, papayas, and guavas at Kearney Research and Extension Center (KREC) for the San Joaquin Valley's small-scale farmers. Blueberry work in 2006 included a variety trial, an irrigation trial, a plant spacing trial, a plant size comparison and a mulch trial. Observational plots include more than fifty blueberry cultivars. Blueberry work also includes postharvest quality evaluations. A new blueberry planting was established in the spring of 2006 to test herbicide phytotoxicity and weed management. A new trial in development will test the decomposition of mulches from different sources. A summary of blueberry research was published in the 2005 April-June issue of *California Agriculture* (<http://CaliforniaAgriculture.ucop.edu>). 2006 was the first year in which ripe fruit were harvested from the papaya trials, from plants grown under hoop house culture. Previously, the papaya had been grown as an annual crop producing green fruit from September until the first hard frost in late November. Upcoming events include a Specialty Crops Field Day, November 8, 2006, at Kearney Research and Extension Center in Parlier to focus on papaya and guava variety trials. There will also be a Pesticide Worker Safety Training November 14 in Dinuba, which will include Spanish and English language sessions. For detailed information on these upcoming events please call Mary Bejarano, 559-685-3303.

### Ramiro Lobo

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Ramiro Lobo's main program areas are 1) Business and Risk Management Education (includes farm production economics, farm labor management, new crop/enterprise development and evaluation); 2) Alternative Marketing Methods (including

agriculture tourism, direct marketing, and the San Diego Grown 365 Marketing Program); 3) New Crop Development and Evaluation and 4) Additional research and Extension efforts (including organic production systems, new entry grower education, Integrated Pest Management, and pesticide safety education). Ramiro is currently evaluating several new specialty fruit crops, including off-season blueberries, lychee, longan and pitahaya or dragon fruit. Ramiro considers these crops have good potential for success in San Diego County. Ramiro is also co-chair of the UC Small Farm Workgroup. The Small Farm Workgroup consists of 75 members, most of whom are UC advisors, specialists and faculty, and they meet annually to address research and educational needs of limited resources farmers in California.



Pitahaya fruit research

### Richard Molinar

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Richard Molinar, with Program Representative Michael Yang, works intensively with Asian, African American and Hispanic growers. One example of Richard and Michael's support for ethnic- and language-minority farmers is a Hmong language radio broadcast to make County Extension and Small Farm Program information accessible to Hmong farmers. Richard and Michael presented a poster about these efforts at the 4th National Small Farm Conference in Greensboro, NC in 2005. Richard Molinar conducts research on many specialty crops including blueberries (co-author on 2005 April-June issue of *California Ag* article at <http://CaliforniaAgriculture.ucop.edu>) and mini-watermelons. He also does research on a range of Asian, Hispanic, and other tropical fruits (jujube, pitahaya) and vegetables, including papayas, nopales, water chestnuts, bitter melons, Sechuan pepper, and capers. Richard has also published recent research on weed and pest management for limited resource farmers. Richard and Michael have conducted many meetings in 2006 dealing with pest management, organic and pesticide safety training. Richard is organizing a special meeting called Food Safety Forum (Nov 21, 2006, Farm Bureau Building, 1274 W. Hedges, Fresno) to focus on fresh produce and microbial food safety.



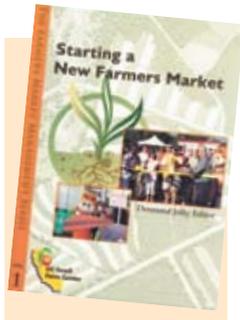
Lemon grass

Eggplant

Long beans



**New Small Farm Center Publications**

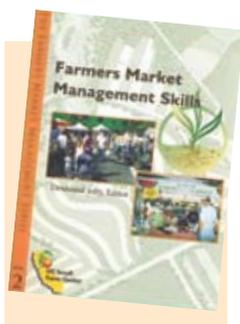


**Farmers Market Management Series  
Volume 1: Starting a New Farmers Market**

*Desmond Jolly, Editor. Suzanne Ashworth, Eileen Eckert, Danielle LeGrand, and Chris Lewis, contributing writers. 2005. 100 pgs.....\$15*

This manual designed to guide users through the process of starting a farmers' market, covers successful methods and innovative strategies. The

combination of goals, resources, and organizational challenges is unique to each market. However, many markets share similar needs when they are getting off the ground. Strategies and approaches described in this book can be tailored to fit your individual market's needs. By using this manual as a companion to your start-up activities, you will be able to avoid many common pitfalls of the start-up process and lay a solid foundation for a successful and viable market.

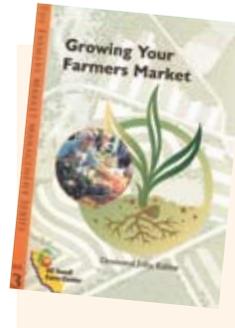


**Farmers Market Management Series  
Volume 2: Management Skills for Market Managers**

*Desmond Jolly, Editor. Eileen Eckert, Danielle LeGrand, Sharyl McGrew and Suzanne Ashworth, contributing writers. 2005. 104 pgs. ....\$15*

This volume is divided into three sections. The first introduces you to the roles and responsibilities of

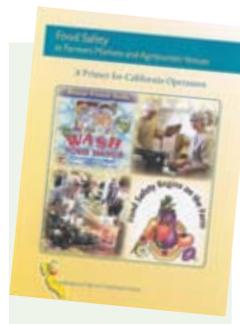
the manager. The second is dedicated to relationship-building. The third section discusses specific skills involved in carrying out the roles and responsibilities of the manager, and in building and maintaining positive relationships with all those involved in the farmers market. Each chapter begins with a brief introduction and outlines the skills and abilities the chapter is designed to develop.



**Farmers Market Management Series  
Volume 3: Growing Your Farmers Market**

*Desmond Jolly, Editor. Jamie Anderson, Eileen Eckert, Chris Lewis, Mona McCord and Shama Nibbe, contributing writers. 2005. 76 pgs.....\$15*

This guide is organized to help managers and Boards of Directors work through a shared process of strategic marketing. Each chapter deals with a component of strategic marketing. By working through the book chapter by chapter, farmers market management will learn to create and implement a strategic marketing plan. However, this book is not intended to be a one-time exercise. The effectiveness and success of managers, vendors, and farmers markets themselves, depends on continuous development and application of research, knowledge and skill in researching market trends, establishing priorities, setting goals, and choosing, implementing, and evaluating strategies to improve your market.



**Food Safety at Farmers Markets and Agritourism Venues**

*Desmond Jolly and Chris Lewis. 2005. 36 pgs. \$8*

This publication provides a basic guide to understanding food-safety issues relevant to California certified farmers markets and agritourism operations. It is designed for farmers, ranchers, and certified farmers market managers, but can also be useful as a resource for educating employees about food safety concerns and regulations, and as a reference for other agricultural professionals.



**Agritourism and Nature Tourism in California: A How-To Manual for Farmers and Ranchers (Updated booklet version)**

*Holly George and Ellen Rilla. Published by UC DANR. Publication no. 3484. 159 pgs..... \$25*

The manual is a comprehensive resource guide for farmers and ranchers who wish to begin agritourism or nature



tourism operations on their farms or ranches. It guides the reader in assessing whether or not to include tourism as part of the farm or ranch, and important steps that will need to be taken along the way to a successful agritourism operation. Sections include business planning, legal constraints, risk management planning, and forming marketing strategies, along with a resource guide, and tips on planning children's visits and tourism workshops. This updated version is in a bound book format.



**Planning and Managing Agritourism and Nature Tourism Enterprises- A Handbook (New, updated version)**

*Desmond Jolly. 2006. 40 pgs.....\$10*

This is an updated version of the Primer on Agritourism and Ecotourism Start-Ups and Management, a how-to manual for farmers, ranchers, and

the professionals who work with them. Useful as a train-the-trainer tool, the publication walks readers through starting and maintaining an ag or nature tourism enterprise. Updated version includes information on the American's with Disabilities Act, as well as risk and liability coverage.



**Outlook for California's Artisanal Olive Oil Producers: Expert Assessments and Producer Case Studies**

*Desmond Jolly and Isabella Kenfield. 2005. 48 pgs. ....\$10*

This publication discusses the increase in small-scale olive oil production in California, and the market outlook for

small-scale farmers hoping to produce olive oil. It presents a range of ideas and viewpoints from California's olive oil experts, as well as profiles of four California olive oil producers. The purpose of the publication is to educate farmers considering producing olive oil about the opportunities and risks associated with olive oil production.



**Outstanding in their Fields: California's Women Farmers**

*Desmond Jolly, Editor. Jamie Anderson, Isabella Kenfield, Kristin Reynolds, Michelle Young, contributing writers. 2005. 134 pgs.....\$16.95*

**Outstanding in their Fields** profiles 17 women farmers and ranchers who operate a diversity of agricultural enterprises in California, from grain and vegetable CSAs to cashmere production

and marketing. The publication is meant to bring public attention to women's innovative roles in agricultural production. Additionally, the book highlights what these producers have done to meet challenges and manage risk on their farms or ranches.



**New Free Publications**

Most of our free publications are available for downloading at the Small Farm Center website. See [www.sfc.ucdavis.edu](http://www.sfc.ucdavis.edu) for additional titles. If you would like mail delivery, please calculate shipping charges below.

**New cost studies**

Ten new sample cost of production studies have been published on the following crops: Green beans, Chinese long beans, Bittermelon, Strawberry, Summer squash, Lemon grass, Oriental eggplant, American eggplant, Cucurbit sinqua, Cucurbit moqua/Opo. These reports are free and can be downloaded from the SFC website at <http://sfc.ucdavis.edu/research/coststudies.html>

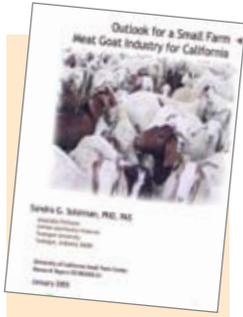


**A Guide to Managing Risks and Liability at California Certified Farmers Markets**

*Desmond Jolly and Chris Lewis. 2005. 20 pgs. Free PDF available online at: <http://www.sfc.ucdavis.edu/docs/pubs.html>*

Produced by the SFC in partnership with the USDA RMA, this resource serves as a guide for safe and secure farmers market experiences for customers, vendors, and the community

at large. The publication focuses on common risks associated with operating a farmers market in California and provides guidelines for managing those risks effectively to reduce the likelihood of potential liability.



**Outlook for a Small Farm Meat Goat Industry for California**

*Sandra G. Solaiman. 2005. 28 pgs.*  
 Free PDF available online at:  
<http://www.sfc.ucdavis.edu/docs/pubs.html>

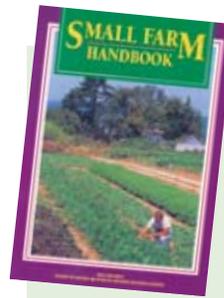
The Small Farm Center offers this Situation and Outlook report as a prelude to more serious analysis and discussion about the possibilities for development of a more rational goat

meat production and distribution system in California. As this report suggests, the potential demand for goat meat by various ethnic populations could provide the demand side that would justify developing this industry.

potential values of small-scale agriculture can increase the sectors' viability and have positive effects on the relations between agriculture and society.



**Ever-Popular SFC Publications**



**Small Farm Handbook**

*Published by Small Farm Center, 1994.*  
 170 pgs..... \$15

A practical, easy-reading guide for people interested in operating a successful small farm. New and experienced farmers alike will benefit from tips on livestock and crop production, buying property and equipment, dealing with taxes

and regulations, marketing, maintaining healthy family relationships, and much more. Easy-to-use worksheets allow you to customize the information to fit your farming goals. Thirty-eight authors--researchers, farm advisors, small farm specialists, and farmers--have combined their expertise to produce 12 information-packed chapters on all aspects of owning and operating a small farm.

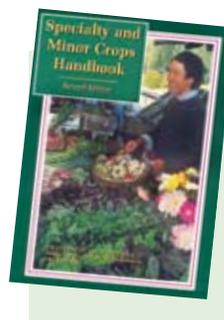


**Research Brief "Consumer Demand for Agricultural and On-Farm Nature Tourism"**

*Desmond Jolly and Kristin Reynolds. 2005.*  
 Free PDF available online at:  
<http://www.sfc.ucdavis.edu/agritourism/agritour.html>

This research report gives an overview of a 2004 SFC survey research on demand

for agritourism. Written for use by agritourism operators, the brief highlights visitor participation and interest in agritourism activities, as well as motivation for visits and spending patterns.



**Specialty and Minor Crops Handbook--second edition**

*Published by Small Farm Center, 1998.*  
 192 pgs..... \$35

What are specialty or minor crops? How do you grow them? Where do you sell them? This convenient bound version of the Specialty and Minor Crops Handbook answers these

questions and more. Updated and expanded from the 1990 loose-leaf first edition, this edition provides niche marketing opportunities for produce growers and sellers and includes: specialty and minor crop profiles with photos; a comprehensive bibliography; a glossary of Asian vegetables with an index to common and scientific crop names.



**Beyond Food: Towards a Multifunctional Agriculture**

*Anne Moxnes Jervell and Desmond Jolly. 2005. 16 pgs.....Free*

Small-scale agriculture generally operates at a disadvantage in the global food system. While the number of small farms has decreased in developed countries over the last fifty years, these farms are a still a large segment

in number and there are signs of revitalization of small-scale operations near urban areas. This paper aims to show that the

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- A Guide to Managing Risks and Liability at California Certified Farmers Markets. Also available online.
- Outlook for a Small Farm Meat Goat Industry for California. Also available online.
- Research brief-"Consumer Demand for Agricultural and On-Farm Nature Tourism" Also available online.
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## The Future of Small Farm News?



We need your assistance! With increased use of the internet and the wealth of information available 'online', the Small Farm Center is considering publishing Small Farm News as an electronic newsletter as well as continuing to post it on the Small Farm Center website ([www.sfc.ucdavis.edu](http://www.sfc.ucdavis.edu)). We would like to know if you would like to receive the newsletter by email. Please fill out the response card below so we can keep the Small Farm Center databases current. Thank you for your reply.

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