



AgKnowledge 2012 - Class VI

TO: Interested Parties

RE: AgKnowledge Class VI

We are accepting applications for Class VI of AgKnowledge, an executive agricultural leadership program. If you feel that you would benefit from this program please complete and submit the enclosed application by **February 24, 2012**. If you know someone who might benefit from participating in this program, please forward the application or have them contact us directly.

AgKnowledge 2012 is presented by Grower-Shipper Association Foundation, a 501 c(3) non-profit organization. The program's mission is to promote and educate about the health, social and cultural benefits of agriculture to the community and society as a whole. AgKnowledge is co-sponsored by the Grower-Shipper Association Foundation and the County of Monterey.

Please review, complete, sign, and return the following by February 24, 2012

- 2012 Application
- 2012 Calendar Schedule
- 2012 Day on the Farm Information

If you have any questions, please feel free to contact me directly.

Thank you,

Darlene Din,
Grower Shipper Association Foundation
512 Pajaro Street | P.O. Box 828
Salinas, Ca 93902
Cell Phone: (831) 682-0734
Office Phone: (831) 422-9007
darlene@growershipper.com



GROWER-SHIPPER ASSOCIATION FOUNDATION

AgKnowledge 2012 - Class VI
Presented by
The Grower-Shipper Association Foundation

CLASS VI Application

Name _____

Home Address _____

City _____ State _____ Zip _____

Mailing address (if different from above) _____

City _____ State _____ Zip _____

Employer (if applicable) _____

Position _____

Work Phone _____ Cell or Home Phone _____

E-mail address: _____

Number of years in Monterey County _____ Years in your Career _____

Years involved in Community Service _____

Please answer the following questions completely. You may attach a resume or additional materials to supplement your application; however, each of these questions must be answered on a separate sheet:

1) Describe your current employment and/or civic responsibilities including professional, community activities in which you have participated within the past three years, including any offices or other leadership positions held.

2) In your opinion, what are **two major issues** affecting agriculture in California **AND** what are **two major issues** affecting Monterey County Agriculture in the Central Coast Region?

3) How do you feel AgKnowledge will help you in your profession and as a member of the community?

4) References: Please provide a letter of reference (the letter should include information regarding why you should be accepted into the AgKnowledge program). Please also list two people who may be contacted to provide information about your qualifications as an AgKnowledge participant:

Please include: full name, title, address, phone number, and email address

A. _____

B. _____

5.) Please provide a letter of support from your employer (if applicable) including support to attend all seminars (if applicable).

I understand that, if accepted, I am committing to attending all nine day-long seminars and the Day with a Farmer. **The Tuition for AgKnowledge 2012 is \$1,050.00**, payable prior to the first seminar.

Scholarships May Be Available – Applications Due February 24, 2012

I am interested in receiving a scholarship application for this program.

Upon acceptance to AgKnowledge you will receive the **final** confirmation of program dates and materials.

Signature: _____ Date _____

Please review, complete, sign, and return by February 24, 2012

2012 Application

2012 Calendar Schedule

2012 Day on the Farm Information

Applications must be received by February 24, 2012 in order to be considered.

Questions? Contact Darlene Din, Program Consultant, Grower-Shipper Association Foundation, 512 Pajaro Street, P.O. Box 828, Salinas, CA 93902 (831) 682-0734 (831) 422-9007, darlene@growershipper.com.

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GROWER-SHIPPER ASSOCIATION FOUNDATION

AgKnowledge 2012 - Class VI Calendar of Events & Courses

Friday, March 30, 2012 - Opening Day

Friday, April 20, 2012 - Heritage & Health

Friday, May 11, 2012 - Science and Technology

Friday, June 15, 2012 - Water

Friday, July 27, 2012 - Labor

Friday, August 17, 2012 - Food Safety and Security

Friday, September 14, 2012 - North County

Friday, October 19, 2012 - South County

Friday, Nov 9 2012 - Graduation and Closing Reception



AgKnowledge 2012 - Class VI

Day with a Farmer

This portion of the program offers a unique opportunity to “walk in the shoes of a farmer” and gain an understanding of what it takes to grow, harvest and ship fresh produce to the consumer. It is also a chance for farmers to share what drives them to work the rich soil of the Salinas Valley, thus providing a vital (and tasty) service not only to our community but to others across the country and the world.

Growers, shippers and ranchers are constantly making decisions based on the changing needs of the consumer and concurrently being conscious of the environmental needs of the land they use, all the while maintaining high standards of health and safety, both to their employees and to the consumer.

This is a unique opportunity to see the side of agriculture that few people experience! Would you like the chance to walk a field or help fix fence? What about witnessing a water quality project in full swing or the movement of fresh product to the cooler?

It is the goal of AgKnowledge to expose participants to the many different aspects of Monterey County agriculture, and there is no better way to carry out this opportunity of a lifetime than spending “A Day with a Farmer.”

Your day is pre-planned between you, a grower, shipper or rancher. This one-on-one time will begin early in the morning so expect to spend some time in a vehicle and doing some walking. Make sure you bring questions, a note pad and a camera to make a record of this awesome learning experience.

To ensure the best match possible, please advise in what area you are interested along with when you would like to plan your Day with a Farmer. Every effort will be made to meet your selections.

My interest is in following area of the County:

North County Central County South County

My availability is best in (please choose a first and second choice):

July August September October



GROWER-SHIPPER ASSOCIATION FOUNDATION

AgKnowledge 2012 - Class VI Program Overview- CLASS VI

Mission Statement

AgKnowledge 2012

The mission of AgKnowledge is to educate and enlighten the Class Members about the heritage, diversity, stewardship, complexity and interdependencies of Monterey County Agriculture.

Program Goals

The purpose of AgKnowledge is to provide policy makers and other community leaders the opportunity to “walk in the shoes of a farmer,” to see Monterey County through the eyes of those directly involved in the many facets of agriculture. It is the hope and expectation that the Class Members will better understand the heart of those that work the land or otherwise contribute to the production and distribution of agricultural commodities.

Over the next nine months your seminars and your day with a farmer will take you throughout the diverse geography of Monterey County with farm tours and “hands on” experiences covering topics such as; diversity of crops commodities, field and food safety, marketing, technology, politics, regulations, labor, immigration, cultural diversity, labor and a history of the industry and some of the families that make up Monterey County agriculture.

The intent of the program is to provide information:

- Historical context and/or overview
- Geography and land stewardship
- Crops, technology and economics
- Generational families, cultural issues, workforce
- Political Issues - providing different points of view
- Impact on communities - developing common threads among each of the seminars

Program materials:

- Annual Crop Report
- Grower Shipper Association 75th Anniversary Commemorative Book
- One- year subscription to Coastal Grower magazine
- Marketing materials provided by companies, resource and regulatory agencies
- Materials from each seminar, maps, speaker bio's and contact information
- AgKnowledge evaluation forms for each session

Emphasis on some of the following major crops of Monterey County:

- Row crops-vegetables
- Artichokes
- Strawberries
- Wine Grapes
- Mushroom
- Nursery
- Cattle

Program Topics

- Food Safety and Security
- Regulations affecting agriculture, including competing regulatory interests
- Water
 - supply, quality, regulations and politics
 - groundwater protection, salt water intrusion, overdraft
- Immigration, labor, cultural influence of the workforce
- Pest prevention, detection, eradication, pest management, pesticide use, conventional and organic farming methods.
- Technology, research, intellectual property rights
- Global markets, world competition and trade issues
- Marketing
 - Trends in the marketplace
 - Value-added
 - Industry consolidation
 - Sustainability
 - Public Relations
 - consumer attitudes
 - health and nutrition programs
- Air Resource Regulations
- Urban/Ag Interfacing, Ag Buffers, Conservation Easements, Williamson Act,
- Land use
 - General Plan Update
 - Wine Corridor
 - Agricultural Worker housing
 - Other land use issues affecting agriculture
- Genetically Modified Organism (GMO) or Genetically Engineered Organism (GEO)
- Ag Tourism
- Day with a farmer

The goal of AgKnowledge is to encourage policy-makers and community leaders develop an appreciation of the broad spectrum of issues affecting agriculture. Class members will better understand the people, the families, the history and the interdependencies of the agricultural industry. AgKnowledge will illustrate to class members the agricultural family; they will see common values with their own families, understanding the overall economic backbone of Monterey County and the importance of a sustainable agricultural industry for all community members.

The program will provide class members with educational presentations, tours, hands-on experiences and panel discussions with speakers from diverse backgrounds and different views regarding the complex issues that affect the industry.

The long term goal is that AgKnowledge will develop and sustain community support for farmers, ranchers and all those involved in agriculture in Monterey County.

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