

Notes from the CEO

By John Krist

More than 18 months ago, the Ventura County Public Works Agency began revising the county's grading ordinance. As directed by the Board of Supervisors, the agency's mandate was to do away with the Hillside Erosion Control Ordinance permits that historically had been issued by the Resource Conservation District (RCD). Instead,

grading involving operations on both hillsides and flat land will be regulated under a single ordinance, administered and enforced by the County Public Works Agency.

Farm Bureau's leadership team has been involved in the development process from the start, beginning with a briefing of our Board of

Directors by county staff in February 2010, and continuing with submission of multiple comment letters and participation in stakeholder workshops.

The process continued throughout the fall and winter, and occurred during meetings of a Working Group established to help county staff develop the standards that will determine which agricultural grading activities will be exempt from review and which will require permits. The working group included representatives chosen by Farm Bureau, the RCD, Ventura County Agricultural Association (VCAA) and the Ventura County Cattlemen's Association (VCCA). All the members are directly involved in agriculture, and brought their direct, practical experience to bear on the process.

The working group membership included Ed McFadden and David Borchard (Farm Bureau), Martin Gramckow and Danny Pereira (VCAA), Mike Mobley and Gary Ball (RCD), and Bud Sloan and Richard Atmore (VCCA).

After investing months of effort, the group agreed on a set of standards they believed agriculture could live with. County staff then subjected the document to internal review. Nothing more was heard from them for six months.

In mid-September, the Public Works Agency released a revised draft of the grading standards pertaining to agricultural operations and other non-development activities. The document was nearly unrecognizable to those who had been working on the standards for

nearly a year. Substantially reorganized, and with nearly all the laboriously negotiated language replaced, it appeared to be virtually a new document.

Members of the Working Group, along with Farm Bureau and other organizations, have been reviewing the new version and trying to understand the meaning of and reason for the revisions. Some answers to those questions were provided during a public meeting on Oct. 7. Unfortunately, due to errors by county staff, the intended email notification never was sent, and only a dozen people – six of them county employees – attended that session. The draft standards were then presented to the Agricultural Policy Advisory Committee on Oct. 12.

A status report on the process has been scheduled for the Nov. 22 Board of Supervisors meeting. No action is planned that day. The standards continue to be revised in response to comments from various stakeholders, a process that is expected to continue the rest of the year. Farm Bureau has forwarded the most recent public draft to legal counsel for review.

Once county staff has had time to address the suggestions and comments by members of the Working Group, and following analysis and advice from our attorneys, Farm Bureau will evaluate the resulting document and prepare its own comments. Until then, the grading standards are a moving target. Members are encouraged to visit the county's grading website (www.vcgrading.org/) to download a copy of the standards. Please forward your comments or concerns to john@farmbureauvc.com.

Tell us what you think

Recipients of our email news and announcements already know about this, but Farm Bureau of Ventura County is conducting an online survey to collect member feedback on some of the organization's program and activities. This is the first of a periodic series of member opinion surveys and needs assessments we will be conducting over the coming year to help guide the Board of Directors and management in their strategic planning.

The survey consists of only six questions and should take no more than a few minutes to complete. It's at <http://tinyurl.com/3zxxgvj>.

We value your input, and I encourage you to invest a few moments of your time to help us better serve you.

Speaking of surveys

California State University Channel Islands is studying the possibility of developing a graduate degree program in agriculture. The university is conducting

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Even 'isolated' ACP detections highlight need for area-wide treatment

By Beth Grafton-Cardwell

Since the Asian citrus psyllid (ACP) was first found in California in 2008, traps and surveys have revealed ACP-infested backyard citrus trees in San Diego, Imperial, Orange, Los Angeles, San Bernardino, and Ventura counties. ACP also has been detected in commercial citrus orchards in Imperial, Ventura, and San Bernardino counties. The deadly bacterial disease that the psyllid can carry, known as huanglongbing (HLB) has not been found in California yet, but it is rapidly spreading in Mexico and likely to arrive in California in the near future.

To date in Ventura County, only small numbers of adult psyllids (one or two winged adults on a trap) have been found in just a few orchards. This has raised questions about how the psyllids got there, and how far and wide around the find sites commercial citrus needs to be treated.

If a psyllid is found on a trap card, more than likely there are more psyllids in the area that are not being trapped on cards. This is because the traps are relatively ineffective; if psyllids have a choice between a new leaf and

In Florida, authorities did not control the psyllid in the urban or commercial areas and it spread throughout the state within three years.

a yellow trap, they will tend to fly to the new leaf because it has both an attractive color and it is emitting volatile chemicals that are attractive. It is also unlikely that a single psyllid, flying in from long distance, blown on the wind or dislodged from a passing vehicle, would end up in a trap, given the relatively low trap density in commercial growing areas.

Therefore, although it may seem like an extreme measure to treat a large area when a single psyllid is found on a card, the safest approach is to aggressively treat to prevent psyllid populations from developing.

In Florida, authorities did not control the psyllid in the urban or commercial areas and it spread throughout the state within three years. Not long after that, they found HLB throughout the state. Now Florida growers are treating with insecticides six to eight times per year, not able to stay ahead of HLB

spread, and are rapidly losing trees to the disease. If California growers take an aggressive approach at the beginning of infestations, using the most effective insecticide treatments, then more than likely the pest will be suppressed for many months and growers will not have to treat continually.

When psyllids are found, no matter how few, it is recommended that the following actions be taken in the infested orchard and any orchard within 1,000 meters of the infested orchard:

1. Apply two ACP-effective insecticides from different chemical classes as soon as possible after detection of ACP, with one of the insecticides in the broad spectrum group (Table 1, next page). Use insecticides from different chemical classes to improve kill and avoid selecting for resistance.

2. Apply the two insecticides at the same time or within a life cycle of the insect (less than one month apart). If weather, harvest, bloom or other issues prevents a timely second treatment, apply it as soon as possible.

3. Use a foliar plus a systemic (imidacloprid, Platinum, Movento) if possible. Apply *(continued on next page)*

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ACP detections

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the foliar first for rapid knockdown and the systemic close to the same time since it takes time for uptake into the tree. If the systemic application is not possible or the timing is poor, then use two foliar treatments spaced three to four weeks apart. Soil-applied imidacloprid is not taken up well by the tree during November-April. In this situation, use a broad-spectrum foliar (pyrethroid, organophosphate, carbamate, neonicotinoid) first and an insecticide from any other insecticide class second.

4. Treat the find site and neighbors as close to the same time as possible, preferably within two weeks of each other to achieve the "areawide" treatment effect.

5. You can count normal treatments for other pests as part of the program, if they are ACP-effective and applied in a timely fashion.

6. If any part of an orchard is within 1,000 meters of the find site, the entire orchard should be treated.

7. The orchard should be tap sampled and new flush examined during the rest of the year to make sure the treatments were effective

Experts in Florida and Texas have found that the pyrethroids are the most effective group of foliar insecticides, and the organophosphate and neonicotinoid groups are the next most effective groups. They have found that no one insecticide alone can do the job of control because adults are moving around and nymphs are tucked inside new, hard-to-reach foliage. Multiple applications of different chemical groups are necessary.

Studies around the world have shown that area-wide programs that treat large areas of contiguous orchards simultaneously have the greatest impact on psyllid populations. Growers are encouraged to develop regional management groups that work together to coordinate treatment timing. Area-wide treatment efforts are essential to help the California citrus industry protect itself from the devastating HLB disease.

— Beth Grafton-Cardwell is an IPM specialist and research entomologist at UC Riverside and director of Lindcove Research and Extension Center.

Table 1. ACP-effective insecticides in the broad-spectrum and soft categories. Broad-spectrum insecticides should be the first line of defense. The mode of action number is listed for each insecticide group to assist with rotating chemistries and avoiding resistance.

	Insecticides	Modes of Action
Broad spectrum insecticides		
Organophosphate	Lorsban, Supracide, Dimethoate, Imidan	1
Carbamate	Sevin, Lannate, Carzol	
Pyrethroids	Baythroid XL, Danitol, Mustang	3
Systemic Neonicotinoids	Admire Pro or generic brands, Platinum	4
Soft insecticides		
Spinosyns	Delegate	5
Avermectins	Agri-Mek or generic brands	6
Benzylureas	Micromite	15
Tetronic acid	Movento	23
Ryanodine	Altacor	28
See the insecticide labels and the UC IPM guidelines for citrus for more details (http://ucipm.ucdavis.edu/PMG/selectnewpest.citrus.html).		

Notes from the CEO

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a needs assessment survey to help determine general interest in the program as well as specific topic areas to include.

You can do your part to help ensure that the program meets the educational needs of commercial agriculture by completing an online survey. It should only take five or 10 minutes. The survey is at <http://tinyurl.com/3m9nae6>.

If you have any questions about the survey, please contact Dr. Ching-Hua Wang at (805) 437-8870 or by email at Ching-hua.wang@csuci.edu.

And while we're on the subject

Each month, Farm Bureau of Ventura County mails about 1,200 copies of this paper newsletter to its members and key figures in the community. The printing and postage together cost us about \$750 for each issue. It's not a huge figure, but over the course of a year it adds up.

In the past year, we have increasingly turned to email as a way of sharing news and announcements that cannot wait for the next monthly newsletter, or which would not have made it into that newsletter because of space constraints. Those of you who have been receiving these e-news blasts know that we are using the Constant Contact platform to create and distribute them (this is the same vendor we are using for our online surveys).

Currently, about a third of our agricultural members are in the recipient database. If you would like to be added so you can receive the additional email news (continued on back page)

Member Benefits

TICKETS & DISCOUNTS

Farm Bureau members qualify for discounts on admission to many of Southern California's most popular theme parks and other attractions. To take advantage of any of these special offers, drop by the Farm Bureau office at 5156 McGrath St. in Ventura. You can also place an order and pay by phone, and have the tickets mailed to you. For more information, contact Cissy Perez-Haas at (805) 289-0155. Have your membership number handy. We accept Visa and MasterCard.

Aquarium of the Pacific — Adult (Age 12+): \$18.95 (save \$6); Child (age 3-11): \$10.95 (save \$2). Valid through 12/31/11.

California Adventure and Disneyland one-day Park Hopper — Adult (age 10+): \$97 (save \$5); Child (age 3-9): \$91 (save \$3). Valid through 12/31/11.

Cinemark Theatres — Platinum ticket, valid any show time at all Cinemark & Century locations: \$8 (savings \$3.50). Additional premiums may be applied for specially priced films and/or events priced higher than normal box office. No expiration.

Knott's Berry Farm — Adult (12 yrs.+) \$31.95 (save \$25.04), Junior/Senior (age 3-11yrs.) (62 yrs.+) \$22.95 (save \$2.04). Valid through 12/31/11.

Legoland — General use ticket: \$55.95 (save \$13 adult, \$3 child) + 2nd day FREE. Resort Hopper General: \$65.95 (save \$23 adult, \$13 child). Valid through 12/31/11. Includes two visits to Legoland, including new Water Park when open, and two visits to Sea Life Aquarium.

Magic Mountain — General use ticket: Adult (48" + tall): \$27.95, (save \$32.04); Child (under 48" tall): \$18.95 (save \$16.04). Valid through 12/31/11.

Regal Cinemas — Unrestricted tickets \$8.25 (regularly \$9.50 Sun.-Thurs, \$10 Fri.-Sat). Good at Edwards, Regal, Signature and United Artists Theaters. No expiration.

San Diego Sea World — \$49.95 (Save \$20 per adult; Save \$10 per child) Adult /Child Ticket (3 yrs.+). Valid through 12/31/11.

San Diego Safari Park — (Formerly Wild Animal Park) Adult-African Tram Safari: \$33.95 (save \$6.05) (12yrs.+); Child-African Tram Safari: \$26.95 (save \$3.05) (3-11 yrs.). Africa Tram Safari includes admission, unlimited use of the Journey into Africa Tour, Conservation Carousel and all shows/exhibits. Valid through 01/31/12.

San Diego Zoo — Adult (age 12+): \$33.95 (save \$6.05). Child (age 3-11): \$26.95 (save \$3.05). Valid through 01/31/12.

See's Candy gift certificate — One-pound box \$13.95 (Save \$2.65). No expiration.

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We represent the broad and dynamic interests of the agricultural industry through our diverse membership. We serve members by delivering services, promoting policies, developing coalitions, and fostering community action that will ensure the long-term success of agriculture in Ventura County.

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Notes from the CEO (continued from page 3)

dispatches – they are distributed no more than once a week – please send a request to members@farmbureauvc.com.

Along those lines, please let us know if you would like to receive this official monthly FBVC newsletter as an emailed PDF file rather than as hard copy delivered via the U.S. Postal Service. If you opt for electronic delivery, not only will you receive the newsletter about a week earlier than our postal recipients, you'll have the satisfaction of knowing you are saving paper and helping us keep our costs down.

If you would like to switch, please send your request to admin@farmbureauvc.com. Please include your name and membership number so we can be sure to discontinue the regular mailing.

— John Krist is chief executive officer of Farm Bureau of Ventura County. Contact him at john@farmbureauvc.com.



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