



Report

Division of Agriculture and Natural Resources

February-March 2002 ■ Vol. 15 Nos. 8-9

■ Inside

- **Yilma given top UCD honor by peers p. 4**
- **New director joins Center for Co-ops p. 5**
- **Ag Issues Center wins \$900,000 grant p. 7**

ANR panel to study impact of reorganization

ANR's mission-based organization, almost three years old, is about to undergo a checkup to see if it works as effectively as the Transition Team intended.

On Feb. 19, Associate Vice President **Henry Vaux Jr.**, on behalf of Vice President **Gomes**, appointed a 10-member ANR Reorganization Review Committee.

"The ANR strategic plan calls for periodic evaluations of the new organization to identify what is working well and what needs tweaking," Vaux said.

Besides identifying successes and shortcomings, the panel will recommend corrective actions it believes are needed. Its final report is due to Gomes and ANR's other senior managers by Dec. 31.

Gordon Rausser, a member of the UC Berkeley department of agriculture and resource economics and former dean of the College of Natural Resources, has agreed to head the panel.

The panel's first task is to prepare a plan by June 30

continued on p. 3

Gomes: Increased visibility of ANR achievements has garnered higher levels of respect and prestige

ANR's work is now appreciated more widely among decision-makers at UC, in Sacramento and even in Washington, D.C., than at any time in the last decade—and the increased visibility has helped generate millions of additional dollars for ANR programs and opened up new opportunities for Division members, according to Vice President **Gomes**.

In his opening remarks to nearly 100 unit heads at the Division's 2002 Leadership Conference, Gomes included a progress report on some of the key goals the Division is pursuing. The biennial meeting was held Feb. 5 in San Diego.

"We are respected in the

Office of the President in Oakland and respected at the statehouse in Sacramento at a level we have not enjoyed for many years," Gomes said.

ANR's growing visibility in the last four years has yielded in excess of \$10 million annually in additional funding for its research and extension programs.

Its renewed prestige has also been an asset during the current economic slump, helping minimize the impact from recent state-mandated midyear cuts to UC's budget.

Gomes credited these successes to the "remarkable achievements" of ANR researchers and educators and to the goals ANR has been pursuing since planning its

1999 reorganization.

"It was clear in the devastating budget cuts of the early '90s that our mission and our programs were not taken seriously enough," Gomes noted. "We used to be at the center of UC decision making, and we wanted that back."

ANR's plan included bringing its programs to the attention of a wider circle of influential people. And that meant, in the reorganization, delegating some of the VP's daily administrative duties to free up his time.

Gomes is still centrally involved in the development of ANR programs and policy. He also oversees the work of

continued on p. 2

What to do in response to terrorist activities

The Division has developed emergency procedures for its employees in the event they encounter terrorist activities.

The information can be accessed at ANR's internal homepage until the end of March and after that at <http://oakland.ucanr.org/tap/>

The protocol describes what to do if a credible threat is received by email, fax, mail or phone call, as well as how to handle suspicious packages and letters and how to report suspicious activities.

Hard copy of this information has also been sent to UCCE county directors and research and extension center

continued on p. 5

Workgroup proposals, reports due April 15

The annual call for workgroup proposals has been divided into two parts this year, simplifying the process for everyone involved.

Assistant Vice President-Programs **Lanny Lund** issued the calls on Feb. 25. You can access the call documents online through the link on ANR's internal homepage. Following is a brief summary.

FOR CURRENT WORKGROUPS

Workgroup chairs were notified by email that funding proposals are due on April 15. Any workgroup or coordinating conference not approved for funding in fiscal 2002-03 can turn in a proposal. The funding request can be for one or for two years. (The Division initiated two-year

continued on p. 5

ANR's increased visibility garners higher levels of respect *(from p. 1)*

his senior managers. But on most days job #1 on his agenda is articulating ANR's mission, vision, values, capabilities and accomplishments to influential audiences inside and outside the University.

Gomes has said that these days he is out of the office almost as much as in, meeting with ANR stakeholders, seeking to maintain and find new funding opportunities for its programs, building legislative support in this state and in Washington, D.C., and strengthening collaborations with higher education groups in this country and abroad, and with government agencies and commodity and public organizations.

His aim: to pursue activities that enhance ANR's ability to carry out its mission and respond to urgent needs in the state, and to provide new research and extension opportunities for its members.

He estimates that he has logged 250,000 miles since the Division was reorganized in 1999.

Here is a brief overview of the activities Gomes highlighted at the leadership conference in discussing the state of the Division today:

- He and his senior managers have led several multi-day tours to ANR program sites, where Regents, UC leaders, state and congressional legislators and their staffers, and other invited guests see first-hand how ANR makes a real difference in the lives of California families and communities. The participants also hear from the academics and supporting staff who develop ANR

programs. And they get the chance to talk one-on-one with people who benefit from ANR's research and extension activities.

- The 30 members of the President's Advisory Commission on Agriculture and Natural Resources are also helping create a broader base of support for ANR programs. This distinguished group of Californians meets in Oakland twice a year for two days to advise President *Atkinson*, Provost *Judson King*, Gomes and other UC leaders on research and extension needs of the state's agricultural, natural and human resources communities.

Joining the commission at its March 7-8 meeting were its newest members: *Graham Chisholm* (Nature Conservancy), *Rich Rominger* (Yolo County grower who served in Washington for eight years as deputy secretary of USDA), *Rita Schmidt*

Sudman (Water Education Foundation) and *Bob Vice* (San Diego County grower and former president of the California Farm Bureau). (For details, see "Spring meeting of President's Advisory Commission" on p. 6)

- On ANR's behalf, Gomes has signed new memoranda of understanding with governmental entities in Uruguay, Spain and Ag Victoria in Australia. These are providing Division members with additional opportunities for research collaborations. A similar arrangement is currently under discussion with South Korea. He has also traveled to China and the Middle East to further scientific exchanges and collaborations in those regions.

- In mid-March, Gomes traveled to France to co-host a seminar in which several UC academics took part to explore issues related to grapevine diseases.

Gomes asked former Regent *Howard Leach*, now

U.S. ambassador to France (and a participant a couple of years ago in ANR's tour to Northern California wine-producing regions) to initiate conversations with French scientists that resulted in this conference.

- In his capacity as UC vice president of agriculture and natural resources, Gomes meets regularly with California Secretary of Food and Agriculture *Bill Lyons* to discuss high-priority topics. A recent topic on their agenda: NFACT—a coalition formed in 1999 of the departments of agriculture in New Mexico, Florida, Arizona, California and Texas—which has developed a joint platform on the 2002 Farm Bill, now being considered by Congress.

Other recent discussions focused on Pierce's disease and glassy-winged sharpshooter, the subgroups planning follow-up work stemming from the Border Governors' Conference, and new funding for specialty crops.

- Gomes and UC Davis Dean *Neal Van Alfen* were recently invited to speak at the U.S.-Israel Binational Agricultural Research and Development Fund Conference in Washington, D.C. Gomes was asked to describe ANR's process for determining its strategic directions. Over the years, BARD has funded 202 cooperative research and development grants in California—nearly all awarded to UC researchers. Texas ranks second, with 75.

- ANR is working hard to boost research funding that is available through state and federal agencies. ANR's

continued on p. 3

Gomes describes 'real leaders'

Following is an excerpt from Vice President *Gomes'* opening remarks at the leadership conference:

"So, what are 'real leaders' in the Division? Real leaders walk the walk and talk the talk everywhere they go—within every meeting, every message, every newsletter, every conversation, every new idea or program. They repeat, over and over, the vision of the Division as they carry out their role.

They hold other leaders accountable to high expectations. They encourage new, emerging leaders.

Real leaders know that carrying out the mission of the Division and the University takes more than the abilities of one person—so they develop teams.

A real leader is prepared for conflict—and deals with it swiftly as it happens.

A real leader focuses on the positive.

A real leader is in for the long haul."

ANR's increased visibility garners higher levels of respect *(from p. 2)*

emphasis is on establishing new competitive grants programs and expanding existing ones. UC researchers excel in these competitions. Here are a few examples of those efforts:

Initiative for the Future Agriculture and Food Systems (IFAFS): Gomes and his staff are in almost daily discussions with UC staff and friends in this state and in Washington, D.C. They are seeking to maintain—or even double or triple—this program, which Congress now funds at \$120 million. California is the major recipient of these grant funds. In early March, ANR's representatives on the Council for Agricultural Research, Extension and Teaching (CARET) accompanied Gomes to Capitol Hill to talk with congressional leaders and staffers about current issues and programs.

Viticulture Consortium: Annual funding from this four-year-old federal program has grown to \$750,000 in federal dollars and more than \$750,000 in matching funds in industry support.

Viticulture and Enology: This augmentation to UC's budget is \$500,000 and is matched by industry.

"Both the Viticulture Consortium and Viticulture and Enology programs predated the funding that recently was obtained for Pierce's disease," Gomes said. "We were out in front of the issue before Pierce's disease became an acute issue."

Current funding for Pierce's disease: \$1.8 million.

Exotic Pests: \$1.5 million in funding is administered

by Statewide IPM Project.

Winegrape Growers Checkoff Program: Potential research funding from this new program: \$3.5 million.

Specialty Crops: UC will manage \$2 million in federal funding available through the "Buy California" program for competitive research grants in reduced input and sustainable agriculture.

- ANR is also seeking dollars to expand its research facilities. The Central Coast Research and Extension Center Task Force is now looking at potential donated land for a new facility.

- ANR has begun a series of new development efforts to expand its base of friends and supporters, particularly here in California.

These efforts are coordinated by ANR's Office of Development Services, created in the Division's reorganization in 1999.

Last year, for example, ANR held three regional retiree reunions. This spring, ANR will host the first statewide reunion of retirees.

ANR is also exploring local endowments and funds that can be used to support programs in counties or more broadly in the Division, Gomes said. Discussions are also under way with people considering ANR programs in their estate planning processes.

"This is new territory for the Division," Gomes said. "It builds on the wonderful relationships that our Division members have developed over time with members of their communities."

ANR welcomes ... farm advisor Grant Poole

UCCE has a new agriculture and environmental issues advisor for Los Angeles and San Bernardino counties.

Grant Poole is focusing on environmental and agricultural issues facing growers in the high desert areas of Los Angeles and San Bernardino counties. He works with growers of tree fruit, alfalfa, carrots, and onions in the areas of variety development, integrated pest management, and water and waste management.

Poole was raised on a dry land wheat farm in north central Washington near Wenatchee. He received a bachelor's degree in horticulture, with an emphasis in tree fruit management, from Washington State University in 1998, and a master's degree in crop science from Washington State University in 2001. His area of specialty is tree fruit production.

Poole is based at Los Angeles County CE's Antelope Valley office in Lancaster and can be reached at 661/723-4477.

Panel to evaluate reorganization *(from p. 1)*

for conducting the review.

In evaluating ANR's operational structure, the panel will use the eight criteria for organizational effectiveness prescribed in ANR's strategic plan, "The Challenge of Change." The reorganization took effect July 1, 1999.

Of the seven Division members on the panel, two were on the Transition Team, which developed the current structure. The panel's three external members have had long relationships with ANR that predate the reorganization: two are growers who are also on the President's Advisory Commission on Agriculture and Natural Resources (PAC), and one is a former ANR regional director.

In addition to Rausser, the members of the review committee are:

- **Charlie Crabb**, dean of California State University Chico, College of Agriculture and former ANR regional director
- **Howard Ferris**, professor, UC Davis nematology department and former member of the Transition Team
- **Vic Gibeault**, UC Riverside botany and plant science professor
- **Sharon Junge**, Placer-Nevada county director
- **Susan Kaiser**, UCD textiles and clothing division chair
- **Karen Miller**, a Watsonville strawberry grower and PAC member
- **Rick Standiford**, associate dean of forestry, UCB College of Natural Resources, and CE specialist
- **John Veysey**, an Imperial Valley grower and PAC member
- **Jack Williams**, Sutter-Yuba county director and former member of the Transition Team

Veterinary virologist receives highest honor from UC Davis colleagues

By Pat Bailey

Tilahun Yilma, a veterinary virologist who genetically engineered a vaccine for a deadly cattle disease and is now working to develop an AIDS vaccine, has been named the 2002 Faculty Research Lecturer by his UC Davis colleagues.

This is the highest honor UCD faculty members can bestow upon their peers. Traditionally, the recipient presents a springtime campus lecture related to his or her research.

"Tilahun Yilma is part of a UC Davis tradition of both expanding fundamental knowledge and applying that knowledge for great practical good," said *George Bruening* of the academic senate's Faculty Research Lecturer selection committee. "His research efforts have advanced our knowledge of vaccine biology, created new vaccines, and saved and empowered lives in developing regions of the world, particularly in Africa."

Yilma's interest in livestock diseases can be traced back to his childhood in Ethiopia, where he learned from his grandmother about "Yekebit Elkkit," the Year of the Annihilation of Cattle. It was in that year, 1888, that Italian troops invading Ethiopia inadvertently introduced the deadly viral disease rinderpest to Africa. Carried by just three infected cows, rinderpest spread from Ethiopia's east coast across the Sahel Desert, killing 90 percent of the domesticated cattle, plus countless wild buffalo, giraffe and antelope. As a result, an estimated 30 percent to 60 percent of Ethiopia's population starved to death that year.

After earning a doctorate in veterinary medicine in 1970 from UC Davis, Yilma worked in Ethiopia for several years.

In 1980, despite an extensive vaccination program, the virus resurfaced in Nigeria and swept back across the Sahel, killing an estimated \$400 million worth of cattle and sapping more than \$2 billion in related losses out of Africa's already weak economy.

When Yilma returned to UCD in 1986 as a professor of virology, he was determined to develop a rinderpest vaccine suited to Africa's climate and economy.

In just one year, he published in the journal *Science* the development of an elegantly simple vaccine produced through genetic engineering. It didn't require refrigeration, could easily be scratched onto the animal's neck or abdomen without injection, and could be reproduced in abundance using a scab from the vaccination site. Yilma spent the next decade refining the vaccine and working through numerous political and regulatory challenges. In 1997, the vaccine was approved for widespread use throughout Africa. It was the



Tilahun Yilma

Current California Agriculture journal focuses on youth and the world of work

By Janet Byron

Despite the best efforts of public schools, only about half of high school seniors surveyed actually used school-based career counseling services, and of those who did, most did not consider them especially helpful, according to peer-reviewed articles by UC researchers in the March-April 2002 *California Agriculture*.

Ella Madsen and *Marc Braverman* of the 4-H Center for Youth Development and advisors *Ann Brosnahan*, *Susan Donohue*, *Teresa McAllister* and *Isela Valdez* surveyed 1,433 Northern California high school seniors about their career exploration and decision-making, part-time work, and other factors related to workforce preparation. The study, called "Preparing Adolescents for the World of Work," will help to inform the development of new services and programs to prepare youth for the increasingly complex global economy.

Among the study's other findings:

- There were significant differences among groups; in particular, 44.8 percent of Latino males surveyed had decided on an occu-

pational field, far below any other ethnicity-gender category.

- Seniors considered their mothers (66 percent) and fathers (51 percent) "very" or "extremely" helpful resources for planning future work; only about 25 percent ranked school counselors that high.

- Seniors who worked part-time had higher levels of career awareness and generally received the same grades as their non-working counterparts; however, the number of hours worked was correlated with stress.

- In a related survey of 166 California Conservation Corps (CCC) inductees, more than one-third were using the CCC to explore job and career opportunities. The report highlighting findings from this survey, "California Conservation Corps offers youth career development opportunities," is written by researcher *Sally Stanley* of the 4-H Center for Youth Development.

The current issue of *California Agriculture*, including PDF versions of research articles in full, can be viewed online (<http://danr.ucop.edu/calag>), or call 510/987-0044 to receive a copy.

Byron is managing editor of California Agriculture

first genetically engineered vaccine to be released by a U.S.-funded researcher in a foreign country. (Excerpted from a UC Davis News and Information press release. The full release is available at <http://www.news.ucdavis.edu/>)

New director appointed to lead Center for Cooperatives

By *John Stumbos*

Shermain Hardesty, a private consultant with an extensive background in food marketing and agricultural cooperatives, is the new director of UC's Center for Cooperatives.

Hardesty assumed her duties on March 1.

"We are pleased to have someone of Dr. Hardesty's stature and experience at the helm of this vital statewide program," said Associate Vice President **Henry Vaux Jr.** "Her background in the private agricultural sector and in higher education makes her particularly well qualified to provide leadership for the Center for Cooperatives in the coming years."

Hardesty succeeds **Mahlon Lang**, who led the UC Davis-based center from 1993 to 2000, and interim director **Kenneth R. Farrell**, ANR vice president emeritus.

In her new position, Hardesty oversees the center's research, education and public outreach activities for cooperatives for agriculture, consumers, business and other areas.

"There are many challenges currently facing the cooperative community," Hardesty said. "In particular, the recent difficulties of prominent agricultural cooperatives and demographically driven shifts in consumer needs create many opportunities for the center's research and resource capabilities."

Hardesty intends to broaden the scope of the center's activities by collaborating with the department of agricultural and resource



Shermain Hardesty

economics, as well as reaching out to other UC Davis programs such as the Graduate School of Management and the department of human and community development, and faculty elsewhere in the UC system and at private universities, the California State University system and cooperative programs beyond California.

Her other objectives include developing an online database of public and private specialists; enhancing access to center publications on the Internet; and continuing sponsorship of training conferences and roundtable discussions for cooperative leaders and researchers.

Hardesty earned her BA (1973), MS (1974) and PhD (1984) from UC Davis. Her graduate work focused on agricultural economics. Since 1991 she has been the principal owner of Davis-based Food Marketing & Economics Group, a consulting firm that has developed marketing strategies, assessed consumer demand for new products and analyzed agricultural cooperatives' competitiveness. During this time she taught "Getting

Started in the Specialty Food Business" for University Extension at UC Davis.

Hardesty also worked as a senior economist with Rice Growers Association of California, a West Sacramento agricultural cooperative; assistant professor in agricultural finance at Michigan State University; a senior administrative analyst in planning and budget at UCD; and as a research associate with the California Hospital Association.

The Center for Cooperatives was established by the California State Legislature in 1987 to enhance the development of cooperatives through research, education and outreach. For additional information about the center, log on to its website at <http://cooperatives.ucdavis.edu> or call the staff at 530/752-2408. Email address: centerforcoops@ucdavis.edu.

Calls for workgroup proposals *(from p. 1)*

funding cycles last year to reduce paperwork.)

In addition, groups that are already funded may submit proposals for new research/extension projects for FY 2002-03.

Workgroup chairs were also notified that each workgroup funded by the Division in 2001-02 must submit its annual report by April 15.

FOR NEWLY PROPOSED WORKGROUPS

■ Deans, regional directors and program leaders were notified by email that proposals to ratify new workgroups and fund them in fiscal 2002-03 and 2003-04 are due on April 15.

Online media library is ready

The Communication Services media library (<http://csmedia.ucdavis.edu>) is a collection of photographs, illustrations, video files and audio files made available online to ANR faculty and staff for use by educational and outreach programs within the Division.

Users can search for and download images in a format suitable for presentations. The site has over 800 visual and audio records available and is expected to contain well over 2,000 in a continually expanding database.

Terrorism *(from p. 1)*

directors.

Two attachments—"Emergency Procedure Protocol for Terrorist Activities" and an FBI advisory on handling a suspicious letter or package—are to be posted in these offices at a location where they can be seen by staff. A third attachment lists state agencies to contact in the event of a credible threat to food, water, plants or animals.

"The response to many of the consequences of terrorist activities is the same as the response to other hazards, including earthquakes, hazardous materials releases and other types of emergencies that California has experienced," says **Jake McGuire**, ANR's controller and business services director.

His office took the lead in developing and distributing the materials.

Spring meeting of President's Advisory Commission focuses on sustainable agriculture, bioterrorism

At their two-day spring meeting this month, the members of the President's Advisory Commission on Agriculture and Natural Resources (PAC) were briefed on current sustainable agricultural practices in California—and on bioterrorism threats to this state.

Neal Van Alfen, dean of the College of Agricultural and Environmental Sciences at UC Davis, was the first speaker on sustainable agriculture. A plant pathologist and noted expert in, among other things, biological controls, Van Alfen explained the range of practices and key terms associated with organic/sustainable agriculture. He then provided an overview of representative UC programs that support these practices, including the Sustainable Agriculture Research and Education Program (SAREP), Small Farm Center, Statewide IPM Project, UCB Center for Biological Control, UCR Department of Entomology, UCSC Center for Agroecology and Sustainable Food Systems, and Long-Term Research on Agricultural Systems (LTRAS). He also discussed future challenges and opportunities in research, education and outreach.

Guest speaker **Karen Ross**, president of the California Association of Winegrape Growers, laid out the context for her discussion by describing trends overseas in sustainable viticulture production and marketing. She then gave a detailed account of sustainable viticulture projects and partnerships in this state, including implementation of a volunteer code of sustainable winegrowing practices by the California wine industry.

Commissioner **Pam Marrone**, who heads AgraQuest, Inc., outlined factors that lead growers to adopt sustainable agriculture practices, based on her experience with the introduction of Serenade, a biopesticide developed by AgraQuest. She said growers will adopt sustainable practices and products if they are assured they work, are cost effective and

have some value-added trait, e.g., improved worker safety, reduced environmental impact. Marrone closed by challenging land-grant researchers to become more involved in the testing and adoption of alternative products and systems.

Bennie Osburn, dean of the UCD School of Veterinary Medicine, provided insight into the damage bioterrorism could inflict in this state. His talk, "Bioterrorism: Do Introduced Diseases Pose a Threat to California?" covered foot-and-mouth disease, mad cow disease, a new strain of salmonella and related issues in research, treatment and prevention.

The commission, which currently has 29 members, met with President **Atkinson** and Vice President **Gomes** on March 7-8 in Oakland. It meets twice yearly, in spring and fall. The fall meeting is scheduled for Oct. 17-18.

Atkinson and Gomes attend each meeting and are joined by other senior administrators from the Office of the President and ANR. Gomes provides a "Vice President's Report," which updates the commissioners on Division activities. The meeting agenda also includes a detailed presentation on a "major topic" by University and industry experts. The focus is on an issue of importance to California's agricultural, natural or human resources, and the presentation is followed by extensive discussion. Previous PAC meetings took up topics such as the future of California agriculture, ag genomics and the competition for California's agricultural land.

Time is also provided for informational items and reports by individual commissioners.

Kay Harrison Taber, deputy to the vice president, and **Steve Nation**, executive director of ANR's Governmental and External Relations unit, serve as staff to the commission. Assisting them are administrative specialist **Peggy Michel** and administrative assistant **Cheryl Bennett**.

The PAC members (and their affiliation) are:

- **Charles Ahlem**, Hilmar Cheese Company
- **Robert Gallo**, E & J Gallo Winery
- **John Kautz**, John Kautz Farms
- **Judy Pennycook**, Monterey County Board of Supervisors
- **Frieda Rapoport Caplan**, Frieda's, Inc.
- **Donald Gordon Jr.**, Agricultural Council of California
- **John Lacey**, Lacey Livestock
- **Len Richardson**, California Farmer
- **C. William Chandler**, Chandler Farms
- **Thomas Graff**, Environmental Defense
- **Pamela Marrone** (PAC co-vice chair), AgraQuest, Inc.
- **Richard Rominger**, A.H. Rominger and Sons
- **Graham Chisholm**, The Nature Conservancy of California
- **Ralph Grossi**, American Farmland Trust
- **Dorcas Thille McFarlane**, Thille Ranches
- **Richard Rominger**, A.H. Rominger and Sons
- **Ralph De Leon**, Samco, Inc.
- **Jeri Hansen**, Napa Valley Vintners
- **Karen Miller**, Royal Oak Farms
- **Fred Ruiz**, Ruiz Products, Inc.
- **John De Luca** (PAC chair), Wine Institute
- **John Harris**, Harris Farms, Inc.
- **Douglas Mosebar**, Gainey Ranch
- **Rita Schmidt Sudman**, Water Education Foundation
- **Daniel Dooley**, Dooley & Herr, LLP
- **Edward (Ted) Horton**, CGCS, THC-Ted Horton Consulting
- **Jack Pandol Jr.** (PAC co-vice chair), Grapery
- **John Veysey**, John Veysey Farms
- **Paul Ecke**, Paul Ecke Ranch
- **Bob Vice**, BLV Agri-business Consultants, Inc.

■ Names in the news

■ **Mary Louise Flint**, CE specialist and director, IPM Education and Publications in the Statewide IPM Program, has received the Outstanding Lifetime Achievement award in integrated pest management from the Association of Applied Insect Ecologists.

■ UC Riverside professor of genetics **Michael Clegg** was elected foreign secretary of the National Academy of Sciences. Clegg will serve a four-year term and is one of the five national officers of the group.

■ Human Resources Program Leader **Karen Varcoe** received the Distinguished Fellow Award from the Association for Financial Counseling and Planning Education.

The award honors individuals who have given exemplary long-standing service to the association and are nationally recognized leaders in the field.

■ **John Kabashima**, ornamental horticulture and nursery crops farm advisor in Orange County, is the recipient of the “2002 Nursery Extension Agent Award” from the American Nursery and Landscape Association (ANLA). He will receive the award in July at the combined California Association of Nurserymen’s and ANLA Convention in San Diego. The award recognizes “outstanding and valuable contributions made by extension specialists or agents (advisors) to the nursery and landscape industry.”

The following honors were recognized at the recent Human Resources Program Conference but not previously published in ANR Report:

■ **Pat Crawford**, UC Berkeley CE specialist: UCB award for Community, University Partnerships

■ **Fernando Viteri**, UCB professor in the nutritional sciences and toxicology department: 2000 Kellogg Award, Society for International Nutrition Research, American Society of Nutritional Sciences

■ **Sheri Zidenberg-Cherr**, UC Davis CE nutrition science specialist: Award of Excellence from the 2001 National School Public Relations Association for the curriculum “Nutrition to Grow On”

■ **Kay Dewey**, UCD professor in the nutrition department: March of Dimes Agnes Higgins Award for Maternal-Fetal Nutrition, 2000

■ **Peter Havel**, UCD associate researcher in the nutrition department: Shih-Chun Wang Award for excellence in physiology research, American Physiological Society, 2000

■ **Chris Hawkes**, UCD assistant adjunct professor, Klaus Schwartz Commemorative Medal for outstanding achievement in biological trace element research, International Association of Bioinorganic Scientists, 2001

■ **Barbara Schneeman**, UCD professor in the nutrition department: appointed to the Institute of Medicine

Ag Issues Center receives grant to explore value-added agriculture

By **Gary Beall**

The Agricultural Issues Center (AIC) is a partner in a three-year, \$5 million USDA grant focusing on research and outreach that supports value-added agricultural activities through a new Agricultural Marketing Resource Center (AgMRC).

AIC is providing expertise on marketing issues related to fruits, nuts, vegetables, hay and alfalfa, and dairy products, among others. Currently, studies are under way in the wine, processing tomato, and dairy industries.

Information is being developed about wine marketing institutions and how the value-added process operates between farm and retail consumer. The use of e-commerce and its effects on transaction costs for buyers and sellers in wine marketing also is being explored.

The processing tomato industry study is focusing on marketing issues—trends, relationship to income, new products, and projections—to better understand how growers can attain a larger share of the value-added revenue. The demand for California’s processed tomato products within the U.S. and among international trading partners also is part of the study.

In the dairy arena, the grant is supporting work on dairy compacts—regional agreements that have potentially important implications for milk prices, production and policy in the U.S., including the pricing of raw milk through the Federal Milk Marketing Order (FMMO) system. Another dairy industry study is evaluating the payoff to producers of new industrial uses for whey protein.

All of the studies are designed to help understand, in a practical way, how different industries have evolved in their approaches to value-added marketing.

Other partners in the AgMRC grant, funded by USDA’s Rural Business-Cooperative Service, are Iowa State University, Kansas State University and Oklahoma State University.

AIC’s share of the funding is approximately \$900,000.

Two Californians—**Elizabeth Hund** and **Richard Rominger**—serve on the AgMRC advisory board. Hund is the managing director of Rabobank’s Western Region Office in San Francisco. Rominger, a long-time Yolo County farmer, was deputy secretary of agriculture at USDA from 1993 to 2001 and previously headed the California Department of Food and Agriculture.

More information about AgMRC is available at <http://www.extension.iastate.edu/agmrc/homepage.html>

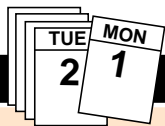
Beall is ANR communications coordinator.

Names in the news, *con't*

Board on Food and Nutrition, 2001

■ **Louis Grivetti**, UC Davis professor in the nutrition department: Wise and Helen Burroughs Distinguished Lectureship, 2000

COMING UP



APRIL

Natural Resources Coordinating Conf.

April 1-4; Sacramento; Joni Rippee (510/642-0095; rippee@nature.berkeley.edu)

Olive Fruit Fly Meeting

April 9; Tulare CE; Neil O'Connell (559/685-3309, ext. 212)

DOV Field Day

April 12; Kearney Ag Center; Bill Peacock (559/685-3303)

Small Farm Continuing Conference

April 16-17; Ventura; Small Farm Center (530/752-8136)

Sierra Foothill REC Beef & Range Field Day

April 18; Browns Valley; Chris Feddersen (530/639-8800; cafeddersen@ucdavis.edu)

MAY

Small Grain Workgroup Meeting

May 6; UC Davis; Lee Jackson (530/752-0701; lfjackson@ucdavis.edu)

Small Grain and Alfalfa Field Day

May 7; UC Davis; Lee Jackson (530/752-0701; lfjackson@ucdavis.edu), Dan Putnam (530/752-8982; dhputnam@ucdavis.edu)

Blueberry Meeting

May 15; Kearney Ag Center; Manuel Jimenez (559/685-3303)

Blackberry Meeting

May 22; Kearney Ag Center; Manuel Jimenez (559/685-3303)

To list events, call 510/987-0631 or send to ANR Report

Meeting on invasive species to be held in June at UC Davis

The 2002 Invasive Species Symposium will be held on June 18-19 in Freeborn Hall at UC Davis.

The symposium is sponsored by the UC Davis College of Agricultural and Environmental Science, the Division, the Statewide IPM Project, the UCD departments of Entomology and Plant Pathology, and the UCD chapter of Gamma Sigma Delta.

For more information, see the website at <http://conferences.ucdavis.edu>

On the move

Retirement announcement: Associate Vice President *Henry Vaux Jr.* announced on March 18 that *Milton Fujii*, the Division's assistant vice president for planning and budget, has informed him of his intention to retire, effective Oct. 2. Vaux is in the process of appointing a search committee. He said *Marylynn Yates*, CE specialist and associate executive vice chancellor at UC Riverside, has agreed to serve as chair.

Title change: In keeping with her responsibilities and Office of the President job classifications, *Kay Harrison Taber* has been named deputy to the vice president. The reclassification resulted from a formal review that was conducted last November by the OP Management and Senior Professionals Review Committee.

In announcing Taber's appointment as deputy, Vice President *Gomes* said: "As senior staff person in my office, the deputy is part of my cabinet—with responsibility for setting the cabinet's agenda—a member of the associate vice president's cabinet, and the Regents' coordinator for the Division. Additionally, the deputy serves as one of two senior staff (with the executive director of ANR's Governmental and External Relations) to the President's Advisory Commission on Agriculture and Natural Resources, participates in regional and national meetings of the National Association of State Universities and Land-Grant Colleges and the Council for Agricultural Research, Extension and Teaching (CARET), and fulfills other duties and responsibilities, including speechwriting and administration of special grants and awards." Taber has been a member of Gomes' staff since 1996.

New location: On March 4, *Martha Lopez* moved from Madera-Merced counties to Ventura County as the nutrition, family and consumer sciences advisor.

"I have enjoyed working in the Central Valley for all of my Extension career and look forward to working in this new region," she said.

Job opportunities

- Farm Advisor-Rice Farming Systems Colusa County #ACV-00-06-R3 Closing Date: April 30
- Farm Advisor-Orchard Systems (2 vacancies) #ACV-02-02—serving Sutter/Yuba counties #ACV-02-02—serving Tulare County Closing Date: May 3

For more information, visit <http://cvr.ucdavis.edu> or contact *Cindy Inouye* (cinouye@uckac.edu; 559/646-6535).

- Watershed Management Advisor Orange County (also covers San Diego County) #ACCSO-02-01 Closing Date: May 30

For more information, contact *Cheryl Gneckow* (909/787-2529; fax: 909/787-2328 or email: ccsracadrecruitment@ucdavis.edu).

ANR REPORT

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