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## Fresno County CE awarded \$2.68 million to fight obesity

UC Cooperative Extension in Fresno County takes on a regional nutrition education role after being named the Central Valley Region Lead Agency for the California Nutrition Network. The distinction comes with \$2.68 million in U.S. Department of Agriculture funding.

"This program came about due to the epidemic of obesity," said Jeanette Sutherland, UCCE Fresno County director. "It is a very conscious effort to help families realize they can have healthier lives."

UC research has confirmed that low income is associated with overweight and obesity. In fact, overweight has replaced malnutrition as the most prevalent nutritional problem among the poor. Overweight, obesity and physical inactivity cost California an estimated \$21 billion every year in health care expenditures and lost productivity at work.

"In the Central Valley, where we have a large population of residents with low income, the health of one impacts the economic health of all," said Patty Minami, Fresno County UCCE nutrition education program manager. "If we can make the environment healthier for low-

## Dynes tour photos online



From left, UC Director of Advocacy Communications Abby Lunardini, UC Associate President Linda Williams and UC President Robert C. Dynes, pet calves at Silacci Dairy in Petaluma. In lieu of a formal inaugural ceremony, Dynes made a commitment to visit all 10 campuses, Washington, DC and Sacramento, and a number of regions that don't host a UC campus during his first year in office. In 2004, Dynes visited ANR sites during three of his tour stops. Photos of these visits can be viewed at <http://ucanr.org/internal/internalstories/dynestours.shtml>

income families, we're helping the entire Valley and its economy."

The new program will be coordinated by a social marketing administrator, currently being recruited. That individual will facilitate a regional collaborative with a variety of public and private-sector agencies to implement nutrition education and physical activity promotion programs for low-income residents – particularly food stamp recipients – in seven Valley counties: Fresno, Kern, Kings, Madera, Mariposa, Merced and Tulare counties.

The campaign will include the already proven effective 5-a-Day Power Play program for children, the Latino 5-a-Day program, and a new 5-a-Day program for African Americans (in Fresno and Bakersfield). Each of these programs encourages healthier living by promoting

increased fruit and vegetable consumption and increased physical activity. The goals also go beyond education, aiming for results in policy, systems and environmental action.

The funding for the program, which covers costs for two years and nine months, will also allow for development of a new Web site, a media campaign, and, in the final year, a "Be Active" worksite program, in which physical activity and nutrition education will be integrated in the workplace.

"We're very excited about this opportunity and we appreciate the confidence the state Department of Health Services has shown by extending this grant," Sutherland said. "This fulfills a part of our vision for our nutrition program efforts, particularly in serving the low-income population." -- Jeanette Warnert

## CVR seeks director for nutrition program

The Central Valley Region is accepting applications for director for the Central Valley Regional Nutrition Network for Healthy, Active Families. The post is ACV #04-01 Nutrition Social Marketing Academic Administrator (Director).

The position will serve Fresno, Kern, Kings, Madera, Mariposa, Merced and Tulare counties, be headquartered in the UCCE Fresno office and report to the UCCE Fresno County director.

This is a three-year contract position, with the likelihood of continuation contingent on performance and renewal of funds. For more information, paste this url into your browser: <http://ucanr.org/jobs.shtml#cvj>.

The position closes Dec. 15, 2004, or open until filled.

## Book examines access to genetic resources

The University of California Genetic Resources Conservation Program has published a book comparing the policies of Pacific Rim countries pertaining to access to genetic resources.

"Accessing Biodiversity and Sharing the Benefits: Lessons from Implementing the Convention on Biological Diversity" is authored by Santiago Carrizosa, GRCP research ecologist; Stephen B. Brush, professor in the Department of Human & Community Development, UC Davis; Brian J. Wright, professor in the Department of Agricultural & Resource Economics, UC Berkeley; and Patrick E. McGuire, GRCP director.

Many Pacific Rim countries share ecological similarities in large terrestrial and marine regions but they also share the need to regulate access to their rich genetic resources. There is already great experience in the region that can be shared

not only among the Pacific Rim countries, but also between these countries and other non-Pacific Rim countries that may also be facing access concerns. The goal of the project was to promote a participatory process to strengthen the capacity of Pacific Rim countries to generate sound access frameworks that facilitate both research activities and the exchange of genetic resources among these countries.

The pdf version of the 332-page book is available at the GRCP Web site (<http://www.grcp.ucdavis.edu/projects/ABSProjdex.htm>) and at the IUCN Environmental Law Program Web site (<http://www.iucn.org/themes/law/>). Hard copies, which have not been priced yet, will be available for ordering from the World Conservation Union's North American distributor, Island Press, <http://www.islandpress.org/>.

## IHRMP whitepapers detail vital issues for oak woodlands

The Integrated Hardwood Range Management Program has released two groundbreaking whitepapers that explain the current state of fire and land-use issues vital to California's oak woodlands and to those who live and work there.

"We know people are interested in and concerned about the future of California's oak resources," says Rick Standiford, associate dean of the College of Natural Resources. "As California's human population continues to grow, fire management and land-use topics will increase in importance."

### New perspectives in fire management

The release of the whitepaper on fire management follows the worst fire season in California's history. The fires that devastated southern California in 2003 raged across nearly 750,000 acres and destroyed more than 4,000 structures. Though many types of plants were burned, oak woodland was most prominently involved.

According to Doug McCreary, IHRMP director and lead author of the

paper, people are now realizing that living with fire in California is as normal as living with earthquakes.

"Science tells us that fire is a natural part of the oak woodland ecology," McCreary says. "We know that fire in the natural landscape is part of the new reality of living in California. More and more people are beginning to recognize that total fire exclusion in the oak forest type may not be the best strategy to minimize the negative impacts of a wildfire. We have to work to develop strategies that allow for ecologically productive fires, while minimizing the catastrophic impacts of fire on people and property."

### Development, agriculture threaten woodlands

The second whitepaper deals with an equally sensitive and controversial issue, land use among the oaks, whose range covers nearly two-thirds of the state. The two main processes influencing oak woodlands today are land clearing for subdivisions and intensive agriculture,

and the continued parcelization of large, continuous woodland ownerships for development. Coastal counties from Mendocino to Santa Barbara and the Sierra foothill communities from Placer to Mariposa have all been wrestling with oak issues revolving around housing development and an ever-expanding wine-grape industry.

According to the paper's chief architect, Greg Giusti, a UC Cooperative Extension forest and wildland ecology advisor with the IHRMP, "Land-use topics in oak woodlands are every bit as heated as the spotted owl debates of the 1990s. With the recent passage of SB 1334 (D-Kuehl, Santa Monica) we're witnessing the first steps taken by the state to address the issues of oak woodland conversion by certain types of land use." He adds, "As more and more people move into what has historically been ranching lands, the demand for open space amenities will intensify."

Both whitepapers are available online at <http://danr.ucop.edu/ihrmp/>.  
-- Cyril Manning

## Analytical Lab calls for research proposals

ANR Analytical Laboratory invites CE advisors and specialists to apply to its Research Project Grant program for the upcoming cycle.

This program is designed to provide seed funding (i.e., analyses at no charge) for projects establishing baseline data that may result in extramural funding and for small projects (1-2 years) where extramural funding is unavailable. Higher priority will be given to new academics submitting proposals, to pilot or new projects, and/or to one-year projects for which other funding cannot be obtained.

Typical awards do not exceed \$2,500. Proposals are reviewed by the Laboratory Advisory Committee, using criteria listed in the program's guidelines. Please be sure to read the guidelines carefully. Proposals must be submitted in the current, required format.

The deadline for submitting proposals is **Feb. 1, 2005**. E-mail proposals to [danranlab@ucdavis.edu](mailto:danranlab@ucdavis.edu).

Forms are available on the lab's Web site (<http://danranlab.ucanr.org>). For more information, call (530) 752-0147.

## Doran inspires spirit of giving

After the Rumsey Fire scorched nearly 40,000 acres of Napa County rangeland in October, UC Cooperative Extension livestock and natural resources advisor Morgan Doran inspired the agriculture community to help out fellow rural residents in need.

Grass fires on rangeland can be disastrous for cattle ranchers. Flames quickly gobble up the livestock's food supply.

"I saw that some ranchers had lost 100 percent of their forage," Doran said. "They were depending completely on hay. I thought there must be something Cooperative Extension could do."

Doran decided to spread word of the ranchers' plight to rouse donations. And farmers responded.

"Farmers donated about 100 tons of hay from as far away as Stockton," Solano County CE director Lawrence Clement said.

"It took the pressure off," said Susan

## Names in the news

### Julia Norman joins financial services

Julia Norman joined the Division Dec. 1 as a senior accountant in Financial Services.

"Her years of experience in governmental and fund accounting will be a great addition to our team," said Jo Ann Javier, director of Financial Services.

Norman handles federal grants drawdown and reconciliation of STIP funds. She is also responsible for the preparation of detailed financial analyses and reports related to the Division's fiscal management.

Norman is located in the Office of Financial Services, 1111 Franklin St., #6317C, in Oakland. She can be reached at (510) 987-0059 or [julia.norman@ucop.edu](mailto:julia.norman@ucop.edu).



### Anderson receives international award

Daniel Anderson, professor in the UC Davis Department of Wildlife, Fish and Conservation Biology, received the "Rachel Carson Award" from the Society of Environmental Toxicology and Chemistry at their World Congress in Portland in November. Carson was a scientist whose 1962 book *Silent*

*Spring* raised public awareness of the environment.

This international award is given annually to an individual who has "substantially increased public awareness and understanding of an issue concerning substances in the environment." However, two of the nominees this year were so compelling that SETAC decided to break with its tradition and confer two awards. The other recipient is Pulitzer-winning biologist Edward O. Wilson, who is often called "the father of biodiversity."

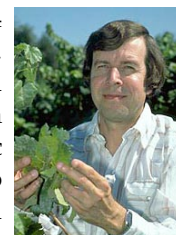
Anderson directed the Ecotoxicology Program for four years and initiated the Ecotoxicology Area of Emphasis in the Ecology Graduate Group. His research involves studies of contamination effects, distribution and dynamics of organic and inorganic materials in birds from California and Baja California coastal and wetlands environments and he is involved heavily in wildlife conservation. Anderson has conducted work in 11 countries.

### Zalom honored with Meyer Award

Frank Zalom is the 2004 winner of the James H. Meyer Distinguished Achievement Award given by the UC Davis Academic Federation. Zalom, who served as the Integrated Pest Management Program director at UC Davis for 15 years, was recognized for his work in integrated pest management.

"Zalom has become a leader among the next generation of IPM researchers," wrote entomology professor Diane Ullman in her nomination. "He has been extraordinarily successful in building on the concepts framed by pioneering entomologists and moving the concept of IPM into modern agriculture."

In particular, Ullman noted, Zalom has supported the "economical and judicious use" of crop-protection products while developing the potential for sound biologically based pest management approaches. "Many of his activities have fundamentally and globally impacted IPM programs," wrote Ullman.



Morgan Doran

Hodges, who with her husband Larry, runs a 100-pair cow-calf operation in Napa County. "Before we knew the donations were coming, we bought hay. We were over-extended, but we needed to have enough to feed the cows."

Clement said he was pleased about Doran's efforts to coordinate the donations.

"This is what Cooperative Extension is all about," Clement said. "We respond to the needs of our clientele and do anything to help keep them efficient. Morgan is sensitive to the needs and issues related to his clientele. He responded quickly and this is what happened." -- Jeannette Warnert

## Names in the news

Continued from page 3

She credits Zalom for bringing the UC IPM Project to its current level of national and international prominence.

### Barrett named Healthy Homes state coordinator

Gloria Barrett, Sacramento County Cooperative Extension county director and community development advisor, has been selected to be California's coordinator for the national Healthy Homes partnership, a collaboration of the USDA Cooperative State Research, Education, and Extension Service and the Department of Housing and Urban Development.

Healthy Homes covers a wide range of topics, including indoor air quality, asthma and allergies, mold and moisture, carbon monoxide, lead, drinking water, hazardous household products, pesticides



and home safety. The outreach program specifically targets low-income families with children.

Barrett's plans for Healthy Homes programming include promoting the program in Sacramento County and statewide. She will conduct workshops and train-the-trainer events as well. Steve Quarles, Cooperative Extension wood durability advisor based at the UC Richmond Field Station, will be working with Barrett on Healthy Homes projects addressing mold.

### Sutherland receives advocacy internship

Barbara Sutherland, director of UC's Expanded Food and Nutrition Education Program, has been chosen for a professional internship with National Association of State Universities and Land-Grant Colleges (NASULGC) in advocacy. She will be among the first professional interns Cooperative Extension brings to Washington, DC.



Sutherland will receive an \$11,000 budget to design and implement Congressional briefings to reinforce the importance of additional funding for EFNEP to further its unique role in improving knowledge of food and sound nutrition principles in helping the national fight against obesity. These briefings are tentatively scheduled for March 2005. Ultimately, the goal is to move the appropriated budget to the authorized level of \$83 million dollars.

### ANR members receive Miller award

Julie Fallon, farm water quality planning program representative for San Luis Obispo County; and Scott Oneto, natural resources program representative for Amador, Calaveras, and El Dorado counties; are among 12 recipients of the Milton D. and Mary M. Miller Plant Science Award.

The Miller award was established to assist the continuing education of UC Cooperative Extension employees or graduate and undergraduate students with an interest in Cooperative Extension careers.

### Gomes gets married



Vice President Gomes and the former Anne Freitas of Vallejo were married on Nov. 27. Reg and Anne will make their home in Oakland.

## ANR REPORT

### UNIVERSITY OF CALIFORNIA Division of Agriculture and Natural Resources (ANR)

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### In memoriam: Wayne Schrader

Wayne Schrader, vegetable and strawberry advisor in San Diego and Orange counties died Nov. 26 at his home in Eagle, Idaho. He was 61.

Schrader retired in February, following 20 years of distinguished service with UCCE.

Early in his career, Schrader provided leadership to an annual drip irrigation symposium that rotated throughout the state. In the 1980s he focused on ground water pollution, irrigation and crop management using chemigation. Schrader used computers to enhance his extension work and was considered an early innovator of this technology within the extension system. An example was his cost-evaluation computer program that helped vegetable growers make decisions using production costs and profitability of crops, fields, and production periods.

In collaboration with farm advisor Keith Mayberry in Imperial County, he developed the annual seeded artichoke



variety "Imperial Star," which enabled growers to produce mid-winter artichokes in Southern California.

Among his many research efforts was a grant from USDA to develop the Web site for the Vegetable Research and Information Center at UC Davis. It became a shining example of the value of the Web to extension programs, and was the impetus for rewriting many vegetable production guidelines for California.

In addition to his county work, Schrader provided his expertise in Egypt, Peru and Japan. He was invited to Alaska, Texas and New Mexico as well. He was president of the Western Plant Growth Regulatory Society, and an active member of the American Society for Horticulture Science, American Society for Platiculture, and Sigma Xi.

Schrader is survived by his wife, Linda, and sons Christian, Steven and Michael, and daughters Christa and Amy. – Terry Salmon