

Report

Division of Agriculture and Natural Resources September 2008 ■ Vol. 22 No. 3

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Travel reimbursement policy revised

UC Business and Finance Bulletin G-28, Policy and Regulations Governing Travel, has been revised to eliminate the reimbursement of meal and incidental expenses (M&IE) for travel of less than 24 hours in duration, unless the travel involves an overnight stay as provided in Section VIII. C. of the Bulletin will provide additional information on the reimbursement of M&IE expenses for travel of less than 24 hours. The revision is effective for M&IE expenses incurred on or after Sept. 1, 2008.

Questions about M&IE should be directed to county or regional offices. Research and Extension Center (REC) personnel, as well as personnel assigned to a statewide program without affiliation to a county or regional office, may direct questions to Joni Rippee at (510) 987-0136, or joni.rippee@ucop.edu. Oakland ANR personnel may direct questions to Peggy Michel at (510) 987-9862 or peggy. michel@ucop.edu.

Mosquito Research Program undergoes restructuring

The Mosquito Research Program is a UC statewide research program working on mosquito biology, vector-borne disease epidemiology, and vector management. Under the direction of Greg Lanzaro, School of Veterinary Medicine professor, UC scientists affiliated with the program have been successful in competing for National Institutes of Health grants and other research funds, garnering more than \$2.5 million in extra funding for mosquitoborne disease research in the state and around the world. This UC research community continues to conduct cutting-edge research, and garner national and international support to address the formidable issues of mosquito-borne diseases such as malaria and West Nile virus.

To improve research delivery to Mosquito Vector Control Districts (MVCAC) in California, ANR has decided to redirect the program's resources.

Two mosquito specialists, Bill Reisen, UC Davis School of Veterinary Medicine, and Bill Walton, UC Riverside Department of Entomology, have been appointed to be the liaisons with the MVCAC in the

northern and southern parts of the state, respectively. Tim Paine, ANR program leader for agricultural policy and pest management, will provide overall leadership to the program and continue to work with campus researchers and MVCAC leaders to ensure delivery of UC/ANR research information to managers and policymakers.

The Mosquito Research Program small grants program will be administered by the Integrated Pest Management Program. Small research grants will continue to be awarded through a competitive process, where research priorities and the evaluation of proposals will be conducted by an advisory board composed of UC scientists and MVCAC representatives.

"We believe that this restructuring of the statewide program resources is a natural evolution of an important program that has provided seed money for the growth of mosquito-borne disease research and will now be used ensure the smooth delivery of critical research information to managers and policymakers," said Barbara Allen-Diaz, assistant vice president - programs.

Town-hall calls set for Sept. 22 & 25

VP Dooley will host two town-hall conference calls, Sept. 22 and 25, to provide an update on ANR's strategic long-term planning and the state budget, to discuss advocacy and to answer your questions. All ANR employees are encouraged to participate. The topics will be the same for both calls, but offered at two times for your convenience.

Employees can participate using Adobe Connect on their computers and ask questions or make comments. Adobe Connect is browser-based so there is no software to install. The link is http://breeze.ucdavis.edu/anrtownhall/. You should login as a guest, enter your name, then click "enter room."

Because there is a limit of 200 concurrent logins and we're competing with campus users, we encourage participation in groups.

People who participate by phone should dial (866) 740-1260 and enter access code 9870063. The town-hall meetings will be recorded for employees who are unable to participate and the URL will be posted on the ANR Web site under "For ANR employees."

The conference calls will take place: Monday, Sept. 22, 3:30 p.m. - 4:30 p.m. Thursday, Sept. 25, 8:30 a.m. - 9:30 a.m.

Cell phone users, please mute your phone to eliminate static and background noise.

Employment opportunities

Hansen Trust Director

Recruitment is under way for an Academic Administrator to serve as director of the Ventura County-based UC Hansen Trust.

The UC Hansen Trust Endowment has an annual budget of approximately \$1 million. The trust includes several educational and grants programs, and operates the Hansen Agricultural Center, a 27-acre historic farm that supports educational programs and research.

The UC Hansen Trust Director reports to the ANR Assistant Vice President - Programs. Responsibilities of the director include 80% administration and 20% academic program activities. To see the full position description, go to http://ucanr.org/jobdescript/HansenTrust.pdf.

Minimum of a master's degree or equivalent in an applied agricultural discipline, and a minimum of two years of experience managing a multidisciplinary academic program are required. Applicants should have demonstrated excellence in leadership, staff motivation and linkage with diverse stakeholders and an exceptional ability to work effectively with people, to communicate orally and in writing and to work independently. A Ph.D. or other relevant advanced degree is strongly preferred; significant training and practical experience in California agricultural production systems and the array of issues surrounding sustainable agriculture is preferred; and experience in Cooperative Extension or a similar educational organization is desirable.

Please send nominations or application materials for position #AREC 08-02 via e-mail or hard copy to Geralyn Unterberg, Office of the Associate Vice President, Agriculture and Natural Resources, 1111 Franklin Street, 6th Floor, Oakland, CA 94607-5200; geralyn.unterberg@ucop.edu. She can be reached at (510) 987-0027 to answer questions.

Review of all applications will begin **Oct. 19** and will continue until the position is filled.

Amador County: Program representative

UCCE seeks a program representative for Amador, Calaveras and El Dorado counties. Deadline to apply is **Sept. 25**.

Headquartered in Jackson, the program rep will coordinate the Amador County Master Gardener program. Under the general supervision of advisors, this position will plan, tailor and conduct programs in the areas of agriculture, livestock, natural resources and horticulture, including newsletters, publications for Amador, Calaveras and El Dorado counties. This includes assisting with educational events, public service calls, and production of newsletters and other publications relevant to the local clientele.

Minimum of a bachelor's degree in agriculture or natural resource is preferred. Excellent organizational and coordination skills required; experience in management of volunteer organizations is highly desirable; and must have the ability and means to travel to sites on a flexible schedule.

For complete description of position #3543-08S, salary and application process, go to http://ucanr.org/jobs.shtml.

To obtain an application, download at http://ucanr.org/jobs.shtml, or call Dorothy Smith at (209) 223-6482.

Los Angeles County: Program representative

UCCE Los Angeles is seeking a community health program representative to assist the *Network for a Healthy California—Latino Campaign*. Deadline to apply is **Sept. 25**.

The public health initiative empowers low-income Latino adults and their families to consume the recommended amount of fruits and vegetables and enjoy physical activity every day. This position assists the Campaign Project Manager to identify and secure sites for the campaign, schedule campaign activities, coordinate campaign event logistics, transport campaign materials to events, and staff campaign events. The position involves significant interaction with the public, including conducting food demonstrations and trainings.

The project assistant must be bilingual in English and Spanish. Experience in community-based nutrition or health education is preferred. Must be able to lift 30 pounds, and push a small cart. The assistant must have the ability and means to travel on a flexible schedule, have valid insurance on vehicle used, and a good driving record. Frequent evening and weekend work is required.

This full-time (40 hours per week) position pays \$2,276 per month, and includes a benefits package.

To apply, complete a UC staff application, available at http://ucanr.org/jobdescript/staffapplication.pdf or by calling (323) 260-3356. Reference job number #3544-08S. Return completed application to Alejandrina Orozco, UCCE, 4800 E. Cesar E. Chavez Ave., Los Angeles, CA 90022.

Call for Proposals

West Side REC

The West Side Research & Extension Center is soliciting proposals for new and continuing research and demonstration projects for the period Jan. 1, 2009 through Dec. 31, 2009.

Located on 320 acres in the San Joaquin Valley, WS-REC has land suitable for growing row, orchard and field crops, and turfgrass, landscape and nursery plants.

The center also provides labor, equipment, facilities and technical and management support to UC academics and to personnel from cooperating non-UC organizations, such as USDA. Approximately 7,000 hours of labor will be awarded to support approved projects.

Proposal forms can be obtained at http://danrrec.ucdavis.edu/rec/form/index.html and are due by **Nov. 10**. Submit forms to Chris Robles at csrobles@ucdavis.edu.

For questions about the research proposal process or about research opportunities, please contact Bob Hutmacher, center director at (559) 260-8957, rbhutmacher@ucdavis.edu or Edwin Scott, center superintendent at (559) 618-2818, edu cott@ucdavis.edu.

Communication Services Update

ANR domain ranks high in Google

At one time a university's importance could be determined by how often it appeared in National Lampoon magazine or the NCAA's Top 16. Today you can judge a university or educational institution's importance by its Google PageRank.

PageRank is the value that Google applies to a particular domain, which is the word before the dot and end extension, in ANR's case, ucanr is the domain. PageRank determines how high the pages in a certain domain will appear in a search result. CS programmer Karl Krist ran a comparison between the ucanr.org Web site and other educational institutions and found ucanr. edu equal to ucdavis.edu and ucberkeley. edu in PageRank importance. Pages are ranked 1 to 10, with 10 being the best. Ranking higher are ucop.edu and ucla.edu, with Cornell Extension, eXtension, and Texas A & M Extension ranking lower.

| Google PageRank | |
|-------------------------------|-----------------|
| URL | PageRank |
| http://ucop.edu | 9 |
| http://ucla.edu | 9 |
| http://ucanr.org | 8 |
| http://berkeley.edu | 8 |
| http://ucdavis.edu | 8 |
| http://cce.cornell.edu | 7 |
| http://www.eXtension.org | 7 |
| http://csufresno.edu | 7 |
| http://www.calpoly.edu/ | 7 |
| http://texasextension.tamu.ed | u 6 |

According to Krist, a 7 to an 8 doesn't mean ucanr.org is just 12.5% better. "It means we are an order of magnitude better, like the Richter scale," Krist said.

Krist also looked at a few other universities such as Princeton, Yale, and Harvard—all 9s. So we aren't quite in the Ivy League territory—yet.

ANR Repository improvements and answers

Users of the ANR Repository may notice it is slightly easier to understand and use. Beyond minor changes in terminology, you can now create your own collections and major contributions from the CS Media Library and UCIPM can be separately viewed in "libraries." The top menu now includes "Add Files" for a choice. There is also an "ANR Portal" button in the upper right to get you quickly back to your portal. The Help files, including videos about the Repository, have been updated to reflect these changes.

CS is sometimes asked for permission to use images in the Repository for ANR use. The Repository's images are there for your use in fulfilling your mission as ANR faculty and staff. The Regents own the material on the Repository, unless otherwise noted, and therefore the images can be used for ANR publications and Web sites without the need to seek permission for reproduction. However, as a professional courtesy, you should notify the author of the material that you are using the photo, especially in printed form. (When you have found an image you would like to use in printed form, a link is provided to request a high-resolution version.) In addition, you should always provide photo credit when possible. - Mike Poe

Academic evaluation training set for Sept. 23, 24 & 30

The annual evaluation trainings for advisors and academic coordinators will be offered online. Three one-hour trainings will be offered via Adobe Connect to provide guidance on completing the template. The training will include the following:

- What has changed in the Annual Evaluation template since last year?
- Examples and approaches to describing program themes.
- Use of DANRIS-X for certain sections.
- Ouestions and answers.

All three trainings will cover the same information. Streamlined merits will not be covered in these trainings.

The trainings will be held Sept. 23, 24, and 30 from 2:30-3:30 p.m. at https://breeze.ucdavis.edu/r19686367/.

Call in number: 1-866-740-1260 Access number: 282-3107#

Please register using the following link: http://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=3027.

Contact Carolyn Frazier at <u>carolyn.frazier@ucop.edu</u> or Andra Strads at <u>andra.</u> strads@ucop.edu for more information.

4-H launches SET

The 4-H Youth Development Program is launching its Science, Engineering and Technology Initiative, which is designed to improve the attitudes, knowledge, skills and competencies of youth in science, engineering and technology. 4-H SET combines the strengths of 4-H's experiential model and strong youth-adult partnerships to deliver SET content as defined by the National Science Education Standards.

America now faces a future of intense global competition with a startling shortage of scientists. Only 18 percent of U.S. high school seniors are proficient in science (NAEP 2005). A mere 5 percent of current US college graduates earn science, engineering, or technology degrees compared to 66 percent in Japan and 59 percent in China. Couple these statistics with the fact that current scientists and engineers are retiring in record numbers, and it becomes clear that America faces a crisis in its ability to keep up with increasing demand for professionals trained in these fields.

Over the next five years, 4-H intends to reach 150,000 new youth in California through locally specific 4-H SET programs. County 4-H SET teams made up of youth, adult volunteers, staff and community partners will assess and address local 4-H SET needs and opportunities. 4-H will also measure the effectiveness of the programs in reaching the 4-H SET goals and objectives. The counties will kick off SET on Oct. 8, National 4-H Science Day.

To successfully complete the 5-year plan as outlined, they intend to raise \$8,564,206 through a combination of private and public funding.

Co-chairs of the initiative are Sharon Junge, acting statewide 4-H director; Richard Mahacek, UCCE Merced County director and 4-H youth development advisor; Lynn Schmitt-McQuitty, Santa Cruz and Monterey counties 4-H youth development advisor; and Martin Smith, UC Davis veterinary medicine specialist.

For more information, see the 4-H SET Web site: http://www.ca4h.org/ projresource/SET.

Pest Management Coordinating Conference slated for Oct. 15-16

The ANR Pest Management Coordinating Conference is slated for Oct. 15 and 16 at UC Davis. The conference is designed by the Pest Management Workgroup for ANR colleagues to gather and share current information about the state of pest management in California and coordination opportunities within ANR.

The primary purposes of the biennnial coordinating conference are to foster interdisciplinary exchange between the pest management sciences and to increase county-campus networking and cooperation in the area of pest management.

This conference will be shorter this year – noon Wednesday to noon Thursday. It will feature plenary sessions, updates from ANR leadership, breakout sessions, and opportunities for social and professional networking and individual poster presentations.

Key highlights include:

- Implications of global climate change to pest management – John Trumble, Dept. of Entomology, UC Riverside
- To eradicate or not to eradicate invasive species: Factors to consider broad view of invasive species eradication issues from local concerns to societal needs presented by a panel of national and state experts
- New technologies for delivering information Robert Sams, ANR Communication Services, UC Davis
- Current issues for urban pest management in ANR presented by a panel of specialists and campus faculty
- Developing protocols for working with quarantine pests: UC's responsibilities Tim Paine, Dept. of Entomology, UC Riverside

Limited travel support will be available. For more information and registration, go to http://groups.ucanr.org/pm/.

Names in the news

Roche joins UCCE in LA County

Brenda Roche, a registered dietitian, has been named Los Angeles County nutrition, family and consumer sciences advisor. Roche began her advisor role on Aug. 26.



Prior to joining Cooperative Extension, Roche interned at UNICEF-India to evaluate nutrition programs for girls and lactating women; assisted with a study by the USDA Human Nutrition Research Center on Aging at Tufts University on caloric restriction; and directed a community-based nutrition program, serving HIV-positive clients and their families, at Iris House, Inc. in Harlem, New York.

"We are so pleased to have Brenda on staff," says Rachel Surls, Los Angeles County director. "Her experience will help us address the critical health and nutrition challenges of low-income residents in Los Angeles County."

Roche received her B.S. in human nutrition from Cornell University, and her M.S. in food policy and applied nutrition from the Friedman School of Nutrition Science and Policy at Tufts University.

Roche can be reached at (323) 260-3299 or bkroche@ucdavis.edu.

Paris named European Ag Economists Fellow

The European Association of Agricultural Economists (EAAE) has named Quirino Paris, UC Davis professor of Agricultural and Resource Economics, a fellow of the EAAE.



Selecting fellows is a new initiative of the association, and Paris was chosen as part of the first group of fellows. EAAE fellows will be named every three years in recognition of significant contributions to the advancement of agricultural economics in Europe. Achievements can be in research, teaching, administration, and service to the profession.

Hamilton moves to National Archives

After 12 years of service to UC, John Hamilton is leaving the Office of Federal Governmental Relations in Washington, D.C. On Sept. 15, he began serving as the Director of Congressional Affairs for the National



Archives and Records Administration.

Hamilton joined the Washington office in 1996, became its deputy director in 2001, and served as acting assistant vice president of the office for the last four months. He originally was recruited as an expert on federal student aid programs, but his energy and talents were quickly recognized and he was asked to take on additional roles, such as contributing to the early planning efforts of UC Merced and, most notably, serving the complex and wide-ranging federal agenda of ANR. As UC's resident "ag expert" in Washington, he led national campaigns to invigorate land-grant university advocacy for agricultural research and extension programs - efforts that paved the way for new federal programs and reforms from which UC scientists and California agriculture have reaped great benefit, said Alan Hoffman, UC senior VP, External Relations.

As deputy director, Hamilton took on the challenge of overseeing UC's annual strategy and messaging in support of federal budget and appropriations matters. Over the years, he guided hundreds of UC administrators and faculty through the halls of Congress and federal agencies, helping UC become a leader in many areas of national discussion.

Inhisfarewelle-mail, Hamilton wrote: "Rarely a week passed where I was not inspired by somebody – student, faculty, administrator, analyst, or office assistant – at this great university. From witnessing UC Cooperative Extension specialists enriching the lives of children in 4-H afterschool programs in East LA, to standing star-struck in the midst of Nobel Prize winning scientists, to watching UCOP analysts work long hours in anonymity so that UC's leaders could lead while other higher

- continued on page 5

education leaders followed; I will remain forever humbled for the opportunities I had to be a part of such an extraordinary institution."

Carolyn Henrich is serving as acting assistant vice president and director of the office.

Parrella, Zalom named ESA Fellows

Michael Parrella, associate dean of the Division of Agricultural Sciences in UC Davis College of Agricultural and Environmental Sciences and entomology professor, and Frank Zalom, UC Davis integrated pest Michael Parrella management specialist, have been selected Fellows of the Entomological Society of America.



Fellows are se-

lected for their outstanding contributions in entomological research, teaching, extension or administration.

Frank Zalom

This year the ESA selected 10 Fellows, who will be honored at the ESA annual meeting, set for Nov. 16-19 in Reno.

Parrella, who holds a joint appointment in entomology and plant sciences, maintains a teaching / research program in entomology and develops IPM strategies for ornamental crops, with an emphasis on biological control. His laboratory is an incubator for the development of research/extension personnel working in floricultural entomology.

Zalom's research and extension activities focus on developing alternatives to conventional pesticides for insect and mite pests of fruit, nut, and vegetable crops, and on mitigating pesticide movement into surface waters.

Master Gardener 'Search for Excellence' winners announced

Master Gardeners from around the state submitted educational and innovative county projects to the Search for Excellence statewide competition, which will be featured at the 2008 California Master Gardener Conference, Sept. 24 to 26 at Asilomar Conference Grounds in Pacific Grove.

Out of 31 entries submitted, the six winners are:

First Place – Pathways to Learning (Nevada County). This program's focus on public education is accomplished in a 2½acre demonstration garden, hotline, workshops and 2-hour weekly radio show.

Second Place-Youth Gardening Committee (Fresno County). This outreach to youth includes a Kids Garden Day, advising teachers on school gardens, classroom instruction and a Resource Guide.

Third Place - Firescaping: Landscaping with a Purpose (El Dorado County). Vital educational resources on fire safe landscape, and state guidelines are presented in local venues and online.

Runner-up - Jail Industries Demonstration Garden (Sonoma County). All aspects of maintaining a stunning demonstration garden and nursery are part of the rehabilitation of low-risk prisoners.

Runner-up - Mariposa Creek Parkway Native Planting (Mariposa County). A wild, weedy creek bank was transformed into an educational mecca by renovation and planting of true California natives.

Runner-up - Smart Gardening Faire (Monterey County). Sustainable gardening practices are the focus of this free annual event featuring vendors, recognized experts, and Master Gardener workshops.

The submissions were judged for originality, practicality, consistent with Master Gardener goal to educate, and relevance. Judging criteria followed the model set in the International Master Gardener Search for Excellence Guidelines.



First place winners, from left, Kevin Marini, Nevada County master gardener coordinator, with master gardener volunteers Nedra Graves, Durinda Kelly, Kristi Cain, Patricia Rogan, Jennifer Greenfield, JoAnn Moore, Sandy Kewman, Barbara Swanson, Shirley Porter, Natalie Atkinson, and Bruce Sund.

Leal receives Brazilian Medal of Science

Walter Leal, UC Davis professor of entomology, received the coveted Medal of Science award at the 22nd Brazilian Congress of Entomology meeting, held recently in Uberlandia.



The award, equivalent to a Fellow of the Entomological Society of America, was presented to him for "promoting the development of chemical ecology in Brazil and for international recognition in science."

The native of Brazil said, "When I left Brazil in the earlier 1980s I was known - at least in my hometown - as a sports announcer, soccer in particular, and high school chemistry teacher. It was great to return and be honored in entomology for my work in insect chemical ecology."

Leal also delivered the plenary or opening address at the meeting, which drew more than 1,350 scientists. He discussed his chemical ecology research, including his lab's ground-breaking research on DEET's mode of action.

High food prices to be discussed on Oct. 10

Record-high farm commodity prices, like oil prices, have begun to fall in recent weeks, but prices of several commodities remain at double or more than double their levels of two years ago. To show the bigger picture surrounding food prices, a symposium will be hosted by the Giannini Foundation of Agricultural Economics and Agricultural Issues Center.

The symposium, "Causes and Consequences of the Food Price Crisis," will be held Friday, Oct. 10, from 8:30 a.m. to 2 p.m., at the Bancroft Hotel at 268 Bancroft Way in Berkeley.

Agricultural economists will summarize results of research on the current food price crisis currently under way at the Agricultural and Resource Economics departments at UC Berkeley and UC Davis.

For more information about the symposium and to register, go to http://are.berkeley.edu/foodcrisis/. Registration is free.

Sixth Rosenberg water forum held in Spain

The sixth edition of the Rosenberg International Forum on Water Policy was held June 24-27 in Zaragoza, Spain. Participants in the Forum included 47 water scholars and senior water managers from 26 countries and VP Dooley. EXPO2008—the Zaragoza World's Fair which focused on water—was the co-sponsor.

The theme was "Water for Food: Quantity and Quality in a Changing World." Interactive discussions, the core of the forum, were based upon and informed by a series of papers made available to participants in advance of the meeting and briefly summarized by authors at the beginning of each discussion session. Following review, these papers will be published as a volume by Routledge Press of London.

The early discussions focused on the problem of finding sufficient water to produce the food and fiber needed by a population which will grow by 3 billion people by the end of the century. Most of

this growth will occur in countries already experiencing water shortages or nearly so. There was consensus that a response that entailed little more than continuation of present trends and practices would be inadequate. Change will be required and will have to be tailored to local environments, customs and cultures.

The remaining discussions focused on the challenges and potential consequences of finding and managing water to feed a growing global population. While there was agreement that new technology and techniques would be required, repeated emphasis was placed on the importance of using existing science, which is often either ignored or not transmitted to those who need it. The need to improve existing water management practices will be paramount. In particular, it will be important to learn how to manage soil moisture (now called "green water") more effectively and on a widespread basis. International trade

in food commodities can also help, but will serve to transmit intensifying global scarcity to water-rich countries such as the United States.

Success in addressing the problem of water for food will also require a balancing of water needs for food production and water for the environment. Providing adequate water for the environment, to protect environmental amenities and services, could be just as important as providing adequate water to grow additional food.

The Rosenberg Forum is made possible by an endowment grant to UC from the Bank of America that honored Richard Rosenberg on the occasion of his retirement as chairman of BofA.

Previous forums have been held in San Francisco; Barcelona, Spain; Canberra, Australia; Ankara, Turkey; and Banff, Canada. Additional information can be found at the Rosenberg Web site: http://rosenberg.ucanr.org/. http://rosenberg.ucanr.org/. Henry Vaux Jr..

Retirement

Karen Robb

Karen Robb has retired after four years as UCCE Mariposa County director.

For the bulk of her UCCE career, Robb worked with floriculture and nursery crop producers as a farm



advisor in San Diego County. She started with UC as a staff research associate in the entomology department at the Riverside campus in 1976. While at UCR, she earned a bachelor's in plant sciences, a master's in entomology, and a Ph.D. in entomology.

As San Diego County farm advisor, Robb worked extensively in integrated pest management and, with her colleagues Valerie Mellano and Dave Shaw, developed an agricultural water research and education program to help growers address the issue of irrigation runoff. For their efforts, Robb and her colleagues received ANR distinguished service awards for teamwork in 1997 and 2004.

"We worked with the greenhouse operators in Encinitas to develop a volunteer program for reducing water runoff and we learned this isn't a 'one-size-fits-all' issue," Robb said. "Our program greatly reduced runoff from greenhouses and nursery operations."

Robb was also involved in developing biological control programs for several exotic pests that appeared in San Diego County. In one year, she and colleagues at UC Berkeley implemented successful biocontrol programs for the blue gum psyllid and the Eugenia psyllid.

In Mariposa, Robb focused on helping develop and promote the area's agritourism industry.

"Ranching has been the primary agriculture industry in Mariposa County, but it has not been economically viable for producers in recent years," Robb said. "I see agritourism as an opportunity for ag producers to remain economically viable."

Mariposa County, on the way to Yosemite National Park, offers opportunities for wine and olive oil tasting, ag and nature trails and nature photography, Robb said.

- Jeannette Warnert

ANR REPORT

UNIVERSITY OF CALIFORNIA
Division of Agriculture
and Natural Resources

(ANR)

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