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Register for ANR Statewide Conference

Registration is now open for the all-staff ANR Statewide Conference, "Defining Our Future: Putting Science to Work in an Interconnected World," which will be held in Sacramento on April 27-30.

UC President Mark Yudof, Regent Fred Ruiz and VP Dooley will open the conference.

A planning committee composed of representatives from all parts of ANR has developed a dynamic program involving UC leaders, state legislators and ANR colleagues as speakers, panelists, and trainers.

At the conference, we will discuss the ANR strategic plan and how we can move forward to develop the road map for ANR to achieve its vision for 2025. There will also be advocacy training sessions and breakout sessions on ANR programs. A reception for state legislators, legislative staff and other decision makers will showcase ANR programs and California agricultural products.

Online registration and the agenda are at <http://groups.ucanr.org/statewidemeeting2009>.

Advocacy Through Education training to begin Jan. 30

With the ANR Strategic Planning effort now under way, Vice President Dooley believes it is important that every member of the ANR community be prepared to work with stakeholders and decision makers to tell our story.

All ANR academics and staff are invited and encouraged to take the Introduction to Advocacy Through Education (Advocacy 101) online training that will be offered beginning on Jan. 30.

The online Introduction to Advocacy Webinar will be offered three times, but you need to participate on only one of the dates:

Jan. 30, 9 a.m. – 10:30 a.m.

Feb. 2, 1 p.m. – 2:30 p.m.

Feb. 3, 10 a.m. – 11:30 a.m.

As part of this Webinar, VP Dooley will explain the objectives of educating policymakers and the public about the ways all Californians benefit from ANR research and extension programs.

Steve Nation, executive director of ANR Governmental & External Relations, will talk about the difference between advocacy (through education) and lobbying, and why it is important as public employees that ANR academics and staff avoid lobbying decision makers.

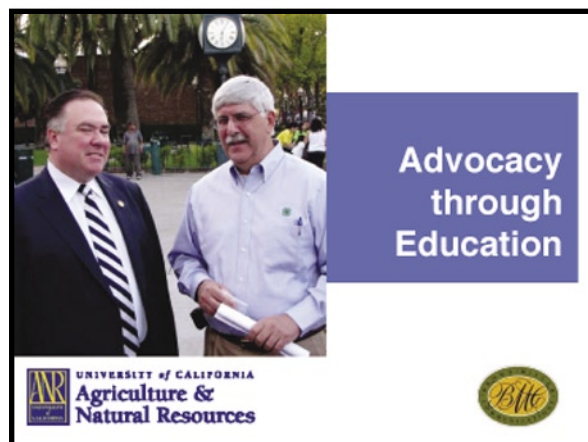
Mike Miller and Paula Hamilton of Brown-Miller Communications, Inc., will lead participants through the six steps to advocacy – relationship building, education, forming partnerships, community mobilization, media advocacy and party politics. Participants will have an opportunity to interact with them online.

To participate in one of the Introduction to Advocacy Through Education Webinars, go to <http://breeze.ucdavis.edu/advo101a/>,

select "guest" and sign in with your first and last name. Signing in is important because we need a record of your participation in this Webinar in order for you to sign up for the subsequent training modules. If you are among several participants at a site, one person should sign in as a group (e.g., "Fresno County UCCE"), then record the names of all participants when the survey questions appear at the end of the Webinar. If participating as a group, connect the computer to speakers so everyone can hear the audio.

If none of the three dates for the Webinar work for your schedule, or if you would like to review the content at a later time, you can watch an Adobe Connect recording of the Webinar. A link will be provided later.

ANR members who are interested in further developing their advocacy skills may also sign up for the small group Messaging Webinar (Advocacy 201) and the On-camera Advanced Advocacy Workshop (Advocacy 301). To register for a Messaging Webinar, go to <http://ucanr.org/advo201>. For more information about Advocacy Through Education training, go to <http://groups.ucanr.org/advocacy2009>.



UC policies revised

The Office of the President recently announced changes to the UC Business and Finance Bulletins as follows.

A. Bulletin G-28, Policy and Regulations Governing Travel

<http://www.ucop.edu/ucophome/policies/bfb/g28.html>

Item No. 1 - Policy (Appendix A <http://www.ucop.edu/ucophome/policies/bfb/g28a.pdf>) has been revised to reflect a decrease in the mileage reimbursement rate for expenses incurred in connection with the business use of a private automobile. The rate decreased from 58.5 cents per mile to 55 cents per mile effective January 1, 2009. Read UC Vice President – Financial Management Anne Broome’s announcement memo at http://www.ucop.edu/ucophome/policies/bfb/g13_28ltr_121908.pdf.

Item No. 2 - Policy (pages 6 and 40) has been revised to generally prohibit the reimbursement of airline and airport memberships. Read UC Vice President – Financial Management Anne Broome’s announcement memo at http://www.ucop.edu/ucophome/policies/bfb/g43ltr_121608.pdf.

B. Bulletin G-13, Policy and Regulations Governing Moving Expenses

<http://www.ucop.edu/ucophome/policies/bfb/g13.html>

Policy (page 7) has been revised to reflect a decrease in the mileage reimbursement rate for driving or shipping an automobile in connection with a move or relocation. The rate decreased from 27 cents per mile to 24 cents per mile effective January 1, 2009. Read UC Vice President – Financial Management Anne Broome’s announcement memo at http://www.ucop.edu/ucophome/policies/bfb/g13_28ltr_121908.pdf.

C. Bulletin G-43, Policy on University Memberships in Organizations

<http://www.ucop.edu/ucophome/policies/bfb/g43.pdf>

Policy (pages 2 and 6) has been revised to generally prohibit the purchase of airline and airport memberships. Read UC Vice President – Financial Management Anne Broome’s announcement memo at http://www.ucop.edu/ucophome/policies/bfb/g43ltr_121608.pdf.

Please direct any questions you may have to your county or regional offices. Research and Extension Center 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.riptide@ucop.edu. Oakland ANR personnel may direct questions to Peggy Michel at (510) 987-9862 or peggy.michel@ucop.edu.

Sierra Foothill REC seeks proposals

The Sierra Foothill Research and Extension Center (SFREC) is soliciting proposals for new and continuing research for the upcoming program year, May 1, 2009 - April 30, 2010.

Proposals are due at SFREC by **March 6**. The center expects to award approximately 2,300 hours of labor to assist continuing and new research projects.

The center comprises 5,721 acres of northern Sierra foothill oak woodland-annual grass rangeland. Several watersheds fall within its boundaries, with Yuba River frontage along the southern edge, offering opportunities for wildlife, water-quality and riparian-habitat studies. There are 160 acres of irrigated pasture, with a herd of 350 beef cows and 100 yearling calves.

Other resources include a weather station, GIS database, and other long-term databases related to hardwoods and annual rangeland pasture use by cattle; beef cattle fertility, disease and production levels; stream hydrology in managed watersheds; climate and range forage yields. Facilities include a laboratory for chemical and biological analyses, meeting rooms, a 13-bed dormitory and six cattle-working areas.

Proposal forms can be obtained at <http://groups.ucanr.org/sierrafoothill/Research/>. For information on electronic submission of forms contact Chris Feddersen at (530) 639-8800 or cafeddersen@ucdavis.edu. For more information regarding research opportunities, contact Art Craigmill, center director, at (530) 639-8800 or alcraigmill@ucdavis.edu.

Log on, learn about SNAMP

UC Cooperative Extension advisors and others are invited to attend a webinar to learn about the Sierra Nevada Adaptive Management Project (SNAMP) on Jan. 30 from 2 p.m. to 3 pm.

SNAMP is a comprehensive study of the effects of forest fuels treatments on U.S. Forest Service lands in the Sierra Nevada. It involves 10 principal investigators, mostly from the UC system, investigating the effects of forest thinning on fire behavior, forest health, water quality and quantity, and wildlife (the California spotted owl and Pacific fisher). It is a multi-year effort with two study sites, one near Tahoe near Foresthill and the other near Yosemite National Park near Oakhurst.

UCCE is involved as part of the project’s Public Participation Team to facilitate involvement of all stakeholders in the research project.

“Our desired outcome from the webinar is advisors’ assistance in identifying stakeholders in their counties to involve in SNAMP, and to identify any current or planned UCCE projects in the counties that may have shared goals,” said Kim Rodrigues, North Coast and Mountain Region director.

To attend, please RSVP to Anne Lombardo, program representative, Mariposa County Cooperative Extension, Phone: (209) 966-2417, Fax: (209) 966-5321, or e-mail: amlombardo@ucdavis.edu.

To access the webinar, log in as a guest at <https://breeze.ucdavis.edu/uccesnamp>. For audio, call in to 1-877-221-1900, passcode 8962143#.

For more information about SNAMP, visit <http://snamp.cnr.berkeley.edu>.



Employment opportunities

Small Farm Program: Agritourism coordinator

The UC Davis Small Farm Center is seeking applications for an agritourism coordinator. The position is a one-year contract appointment at 100% time (50% statewide coordination; 50% programmatic activities). Appointment and renewal is subject to administrative and funding review at the end of the 12-month period. Deadline for application is **Jan. 29**.

Based at the Small Farm Center in Davis, the position will provide administrative coordination and programmatic leadership for agritourism activities throughout the state, including collaboration on research, outreach to clientele, and generation of funding for related activities.

The position will provide leadership for statewide program advocacy and be the primary Small Farm Program representative in the UC Agricultural and Nature Tourism Workgroup. The position will foster communication and provide important interface for research efforts at UC. Additional information about the Small Farm Program is available at www.sfp.ucdavis.edu.

A master's degree in agricultural or community development, agricultural economics, natural resource management, geography, tourism, or a closely related field, and at least two years of relevant experience are required; or a bachelor's degree in the fields mentioned above plus four years experience.

Requirements include experience working with small-scale farmers and ranchers; in-depth knowledge and experience with agricultural and/or rural tourism, including rural tourism development, marketing, and its impacts on community and environment; expertise in statistical analysis and statistical software (SPSS, SAS, etc.); and experience conducting participatory research and a focus on collaborative, client-driven research and outreach needs.

To view the complete position description, go to <http://ucanr.org/jobdescript/Agritourism.pdf>.

Applicants must submit a letter of application and current resume to Shermain Hardesty, Director, Small Farm Program at sfpdirector@ucdavis.edu.

Tehama, Glenn and Colusa counties: Livestock, rangeland and natural resources advisor

UCCE is seeking a career-track academic advisor to conduct a county-based extension, educational and applied research program in livestock management, rangeland and natural resources serving Tehama, Glenn, and Colusa counties (headquartered in Red Bluff). To assure full consideration, application packets must be received by **March 6** (open until filled).

These programs will address issues such as watershed management, environmental quality, soil and resource conservation, efficient and sustainable production and marketing of livestock, safe and nutritious food for consumers, and sound stewardship of the natural resources in the range and wildland areas.

A master's degree in natural resources, animal science, range management, ecology or watershed management, or closely related discipline, is required. Candidates with advanced degrees in other related fields may be considered. The candidate should have a working knowledge of and familiarity with emerging issues in livestock and/or natural resource management. This would include upland watershed management; water quality and downstream pollution (non-source point pollution), production economics of variable production systems, food safety, ranch management (including small producers), watershed restoration, animal health, herd/flock management, exotic species, and knowledge of market development and resource management. Field experience is highly desired, along with demonstrated familiarity in conducting research and educational programs.

Beginning salary will be in the CE Assistant Advisor rank, dependent upon applicable experience and professional qualifications.

If the successful candidate is currently a CE advisor, the candidate will be offered the position as a lateral transfer, retaining their current rank, step, salary, and definite or indefinite status.

The full announcement for #ACV 08-02 and required academic application form are available at <http://ucanr.org/cvr/joblisting>; or e-mail recruit08-02@uckac.edu.

Tulare County: Horticulture advisor

UCCE is seeking an orchard crops and systems advisor for Tulare County. The position will specialize in nuts, olives, and dried plums (prunes). To assure full consideration, application packets must be received by **Feb. 20** (open until filled).

As part of a horticulture team, this position will address important resource, economic, environmental, and production issues of these major orchard crops. Through analysis and evaluation of local industry needs and production problems, the incumbent will develop and implement a research and education program related to orchard systems, integrating economic viability, production efficiency and preservation of the resource base, and environmental stewardship.

Minimum of a master's degree in horticulture or plant/crop sciences or a related discipline is required. Knowledge of applicable orchard production systems and production/management issues is highly desirable including a working knowledge of applied horticulture. Field experience and course work in insect and disease management disciplines is desirable.

Beginning salary will be in the CE Assistant Advisor rank, dependent upon applicable experience and professional qualifications.

If the successful candidate is currently a CE advisor, the candidate will be offered the position as a lateral transfer, retaining his/her current rank, step, salary, and definite or indefinite status.

For information regarding UCCE merit and promotion procedures, please refer to the ANR Administrative Handbook, Series 300, Section 315 at <http://danr.ucop.edu/admin-handbook/300>.

To view the complete description for position #ACV 08-01 or to download the academic application form, go to <http://ucanr.org/cvr/joblisting>.

For inquiries, e-mail recruit08-01@uck-ac.edu or call (559) 646-6535.

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UC Davis: Assistant Professor of Animal Reproductive Biology

The UC Davis Department of Animal Science is recruiting for a tenure-track faculty position in reproductive biology. The appointee will be expected to participate in the graduate and undergraduate teaching programs of the department and college and be actively involved in undergraduate advising, curricular development and department and university service. The appointee is also expected to guide and mentor graduate students and participate in the extensive outreach programs of the department and college.

Criteria for appointment include a Ph.D. or equivalent, a strong interest in reproductive physiology of livestock, a record of excellence in scholarly research, and demonstrable potential to establish a competitively-funded research program relevant to the reproductive physiology of agriculturally-important species.

The position is a nine-month tenure track appointment, with an 11-month term appointment offered and continued contingent upon successful personnel review.

Submit application materials via the Web site at <https://secure.caes.ucdavis.edu/Recruitment/>. Direct inquiries to Professor J.R. Millam, Recruitment Advisory Committee Chair at (530) 752-1149 or jrmillam@ucdavis.edu. The position will remain open until filled but to ensure consideration, applications should be received by **Feb. 1**.

UC Riverside: Assistant Professor/ Assistant Water Specialist

The UCR Department of Environmental Sciences is accepting applications for a tenure track, assistant professor/assistant CE specialist in water resource management. Closing date for applications is **March 1**.

This 11-month, tenure-track position (75% Cooperative Extension/25% Instruction & Research) will start July 1. Applied research areas may include economic analysis of water resource management and policy in California; water rights and transfers, conjunctive management, and water conservation and reuse; public policy analyses of water quality/quantity issues; and water resource management issues related to land use. Outreach responsibilities include information transfer between researchers and regulators, irrigation districts, municipal water purveyors, county-based CE advisors, and growers.

The teaching load is anticipated to be one quarter-length course per year in environmental, natural, and water resources management. There may be participation and supervision of graduate students in the Environmental Sciences program and in other campus Ph.D. programs (e.g., Economics, Public Policy). There will be an opportunity to be a part of the newly formed Water Science and Policy Center that is housed in the department.

Criteria for appointment include a Ph.D. in an applicable social or policy science discipline with demonstrated expertise in water resource management. Graduate-level training in environmental economics and/or public policy analysis is desirable. The candidate must exhibit strong quantitative and analytical skills and possess a strong commitment to teaching excellence at both undergraduate and graduate levels, and teaching experience is highly desirable.

Salary is commensurate with education and experience.

The complete position description and application process can be viewed by going to the department Web site at <http://envisci.ucr.edu>. For more information, contact Search Committee Chair Kurt Schwabe at kurt.schwabe@ucr.edu.

Names in the news

Bi named Monterey farm advisor

Jianlong “Jian” Bi joined Monterey County Cooperative Extension Jan. 2 as the entomology farm advisor.

“We are very fortunate to have Dr. Bi join us,” said Sonya Hammond, Monterey County director. “He comes with impressive credentials and recommendations and has already done research on Monterey County crops such as lettuce, strawberries and grapes.

“He has worked for the past 10 years in the Entomology Department at UC Riverside, most recently as an Associate Specialist. Through his previous research and extension work, he is well connected to campus specialists and developed



working relationships with farm advisors and industry representatives. Jian is eager to meet growers and to learn more about local insect issues and crops.”

Bi’s work has focused on integrated management of pests and resistance/tolerance to pesticides. He has given 40 presentations at extension and professional society meetings. He holds a patent and has received two fellowships and the Isely Outstanding Ph.D. Student Award.

When not working, Bi enjoys gardening and cooking. He can be reached at (831) 759-7359 and jbi@ucdavis.edu.

Dara named strawberry and vegetable advisor

Surendra Dara has been named strawberry and vegetable crops advisor for Santa Barbara County with cross-county responsibilities for San Luis Obispo County,

effective Jan. 8. He previously worked as the quality control manager and ISO coordinator at Certis USA, a biopesticide company.

Dara, a native of India, earned his bachelor’s and master’s degrees in Entomology from Andhra Pradesh Agricultural University. He received a Ph.D. in Entomology from Virginia Tech. He also has a postgraduate diploma in Applied Information Technology from Canada, where he worked as an independent software consultant.

Dara has worked as an entomopathologist at the International Institute of Tropical Agriculture in western Africa,



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Names in the news --
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a postdoctoral fellow at the University of Houston and an assistant project scientist at UC Davis.

He has extensive experience in the microbial control of arthropod pests including ants, aphids, hoppers, *Lygus* bugs and mites. At UC Davis, he studied microbial control of the glassy-winged sharpshooter, *Lygus* bug and leafhoppers. He recovered several insect pathogenic fungal isolates from pest habitats and identified the ones with biocontrol potential.

"Surendra, with his diverse background and education, is an excellent addition to the team of farm advisors already serving the Central Coast," said Richard Enfield and Mark Gaskell, acting co-directors for Santa Barbara and San Luis Obispo counties, in a joint statement.

Dara can be reached at (805) 934-6240 and skdara@ucdavis.edu.

Eviner wins presidential award

Valerie Eviner, UC Davis rangeland ecology professor, received the Presidential Early Career Award for Scientists and Engineers in December. The award is the nation's highest honor for professionals in the early stage of their independent scientific research careers.

At age 36, Eviner is the youngest scientist ever nominated by the USDA for this award. USDA nominated Eviner for her innovative research in developing a creative method to manage rangeland and quantify its productivity. Her research was funded by the USDA Cooperative State Research, Education, and Extension Service (CSREES).



From left, USDA official Joseph Dunn, Valerie Eviner, and John Marburger III, of the Office of Science Technology and Policy.

ANR scientists inducted into AAAS

Nine ANR members have been elected fellows of the American Association for the Advancement of Science, the world's largest general scientific society, in the recent annual election.

Steven E. Brenner, UCB associate professor of plant and microbial biology, for computational biology research in the area of protein and structure classification, service to professional societies, co-founding of PLoS Computational Biology, teaching and committee work.

Louise P. Fortmann, UCB professor of society and environment, for distinguished contributions to research on agro-forestry and ecological systems through the field of rural sociology, including research improving successful collaboration between professional scientists and public communities.

Jianying (Jay) Gan, UCR CE specialist and professor of soil science, for distinguished contributions to the field of soil and environmental chemistry, particularly for understanding environmental fate and risks of pesticides and for efforts in resource protection.

J. Daniel Hare, UCR professor of entomology, for distinguished contributions to the fields of ecology and evolution of plant/insect herbivore/natural enemy tritrophic associations and ecological genetics.

Marshall W. Johnson, CE specialist in entomology, for distinguished contributions to the fields of biological control and integrated pest management, particularly for the development of more environmentally friendly arthropod management programs.

Carol J. Lovatt, UCR professor of plant physiology, for distinguished worldwide contributions to research in basic and especially applied plant physiology in the horticultural industry, particularly for citrus and avocado, and for outstanding teaching.

Alan McHughen, UCR CE plant biotechnologist, for distinguished research in agricultural biotechnology and

genetics, and for contributions to food and environmental biosafety, public education in science, science policy and regulation.

Eugene A. Nothnagel, UCR professor of plant physiology, for distinguished leadership in plant science research related to signaling, development and structure of the plant cell wall and for outstanding teaching service to students.

Judith Stern, UCD professor of nutrition and internal medicine, for distinguished contributions to the field of nutrition, research on obesity and diabetes, and efforts to communicate and interpret science to the public.

The new fellows join the 134 ANR members who are already AAAS fellows. Chosen by their peers, AAAS fellows are recognized for their distinguished efforts to advance science and for significant contributions in areas such as research, teaching, technology or administration.

New fellows will be recognized on Feb. 14 at the AAAS annual meeting in Chicago. AAAS, publisher of the journal Science, includes some 262 affiliated societies and academies of science, serving 10 million individuals.



Steven Brenner



Louise Fortmann



Jianying Gan



J. Daniel Hare



Marshall Johnson



Carol Lovatt



Alan McHughen



Eugene Nothnagel



Judith Stern

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Bradley receives kudos for outreach

Francine Bradley, UC Davis Cooperative Extension poultry specialist, has received the "2009 Common Threads Award" sponsored by the California Agriculture Leadership Foundation.



The Common Threads Award recognizes women in agriculture who have made a difference in their communities and our world; its purpose is to highlight individuals whose exemplary and extraordinary contribution of time, energy and resources has enhanced those around them. The philosophy of the award stems from Margaret Mead's quote: "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

This award recognizes Bradley's commitment and contributions to California agriculture through her career-long engagement in poultry youth education, disease prevention (backyard flocks to industry stocks) and to improving access and diversity through education.

Downer honored by Southwest Trees & Turf

Jim Downer has been named "Professional of the Year" for 2008 by Southwest Trees & Turf magazine. Southwest Trees & Turf is a monthly publication based in Las Vegas dedicated to education and professionalism in the arid Southwest.



Downer is the subject of a feature article on the cover of the publication's December 2008 issue.

Professionals are chosen for their "willingness to give back to the horticultural profession," said Helen Stone, editor of Southwest Trees & Turf. Honorees are chosen for "volunteering their time and expertise to make the Southwest a better place to live" and "to increase education and professionalism in the green industry in the arid Southwest."

DiTomaso to lead weed society

Joe DiTomaso, UC Davis weed specialist, has been elected president-elect of the Western Society of Weed Science, the regional society of the Weed Science Society of America. The position entails a three-year commitment to the association as vice-president, president, then past president.



Deweese wins Wick award

Christopher Deweese, UC Davis specialist emeritus, was honored with the William Q. Wick Award for Visionary Career Leadership by the Assembly of Sea Grant Extension Program Leaders.



In his nomination letter for Deweese, Paul Olin, Sea Grant director wrote: "The importance of fuel conservation is ever apparent today, but Chris recognized this as far back as the 1980s when he helped to create a fuel conservation program in collaboration with the U.S. Department of Energy and the Department of Naval Architecture at UC Berkeley. Over the decades, this program has enabled hundreds of boat owners to obtain low-interest loans to retrofit their boats with fuel-efficient technologies."

Lawrence "Duck" Collins, president of the Crab Boat Owners Association of San Francisco, wrote: "On two separate occasions Dr. Deweese's research has greatly educated and benefitted our fleet. The first was Dr. Deweese's survey and research article on dungeness crab management options. This was (and still is) the most complete study of our state's crab fishery. It remains the fairest input in the crab management discussion.

"The second was the US/New Zealand Fisheries Study Tour. Dr. Deweese organized the funding, travel and study contacts for a group of over 20 American fishery leaders to Study New Zealand's ITQ management history. He fairly presented both sides of the argument by introducing us to fishermen and processors on both islands. At the time I hadn't realized how close our management councils were to using this ill-conceived management tool. This trip was sure eye opening."

Digital photography training offered

Digital photography training will be offered in person in Davis and one online session by Mike Poe, Communication Services, Media Services Manager.

In-Person Workshops

You may sign up to attend either Jan. 28 or Feb. 25 in Davis. The training is limited to 25 participants maximum and will include:

9 a.m. to Noon – Basics of camera use, settings, and composition

Lunch – Bring your own lunch.
Beverages will be provided.

12:30 p.m. to 3:30 pm – Photoprocessing: Adjustments every image needs to reach its potential using Photoshop and Photoshop Elements

If you have taken the workshop before, this will have even more hands-on time, addressing the capabilities of your specific camera. Bring your own laptop with your photoprocessing program of choice. A limited number of laptops will be provided.

Online Workshops

The agenda for the online training on February 19 emphasizes photoprocessing:

9 a.m. – Initial questions from the participants.

9:30 a.m. to 11 a.m. – Basic and advanced photoprocessing techniques using Photoshop and Photoshop Elements

The online session will be less hands-on, but Poe will demonstrate everything you should do to improve your photos right out the camera and how to apply them to Powerpoint, posters, Web sites, etc.

Sign up online at <http://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=590>.

For more information, contact Mike Poe at mlpoe@ucdavis.edu.

Communication Services update

Over the past month, more than 600 ANR academics and staff have accessed the Lynda.com online software tutorials arranged for the Division by Communication Services.

Some may be just perusing the opportunities that Lynda.com presents, yet others are diving right in. J.T. Williams, a staff assistant in the Mendocino County Cooperative Extension office, took advantage of the quieter days during the holidays to train extensively on d HTML for Site Builder.

"Our office staff was discussing the value of Lynda.com and if we purchase the service. Then, out of the blue, it becomes available to all," Williams says.

Lynda.com's "use it as you need it" training appeals to Williams. He had previously attended a two-day class on Microsoft, which was good but led him to feel "firehosed with information." With Lynda.com's online training, Williams

likes to stop the video course he's watching and actually experiment on his computer's software right then.

"Learning new software can, in some cases, increase your abilities exponentially," says Susan Donahue, senior editor in Veterinary Medicine Extension and a Lynda.com user.

The 536 courses in Lynda.com range from 5 to 20 minutes each and include sample files and hands-on practice. They cover programs in word processing, database management, graphic design, operating systems, programming languages, web development, digital photography and many others. The tutorials are up to date; Lynda.com offered training in Adobe Creative Suite 4, for example, before the software was released.

Communication Services' goal in offering this training was to advance the Division's technical skills. Donahue concurs, "It's a perfect training strategy

for learning complicated software and technology such as cascading style sheets for Web design."

ANR has 100 access licenses of Lynda.com for one year. If more than 100 people are online at once, a message will appear that tells the new user to try back in a specific time.

Access to the Lynda.com library is available under "My Links" on your ANR Portal page (<http://my.ucanr.org>). A progress form is available on the first Lynda.com page as a downloadable PDF for you to track where you stopped viewing and what courses you have completed.

Communication Services, too, would like to hear if you have found the Lynda.com training useful for your professional development. Feel free to use the Lynda.com's ANR feedback form at <http://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=3312>.

Food price crisis examined in publication

The UC Davis Department of Agricultural and Resource Economics has published a special 24-page issue of its periodical, "ARE Update," focusing on the causes and consequences of the food price crisis.

The Nov/Dec 2008 issue is available for downloading as a PDF at <http://www.agecon.ucdavis.edu/extension/update/>.

The special issue summarizes research conducted by members of the Giannini Foundation of Agricultural Economics, a collaboration of UC Davis and UC Berkeley. The research was presented at a symposium convened by the Giannini Foundation and the UC Agricultural Issues Center on Oct. 10, 2008, at UC Berkeley.

Research topics include:

- Food price boom and bust
- Impacts of recent commodity price fluctuations on farms in California and a historical perspective on prospects for the future
- Speculators, storage and the price of rice

- Agricultural research, productivity and food commodity prices
- Food prices and the welfare of poor consumers
- The global food crisis: identification of the vulnerable and policy responses

Blank probes future of American agriculture

Steven Blank, UC Davis agricultural economics specialist, provides a research-based glimpse into the future of American agriculture with the recent publication of his book "The Economics of American Agriculture: Evolution and Global Development."

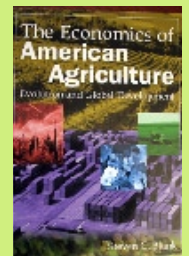
This is Blank's second book. It follows the 1998 publication of "The End of Agriculture in the American Portfolio," in which he projected that rising costs and price competition from imported commodities would eventually force U.S. firms to abandon production agriculture and move their investments into industries with higher returns.

His new 488-page book, published by M.E. Sharpe, further examines what is happening to American agriculture and why.

He uses portfolio theory – the concept of how rational investors will diversify their investments to maximize the value of their holdings – to analyze both macro- and microeconomic data. That analysis reveals trends in agriculture, and explains why those trends reflect market evolution and global economic development.

The book features empirical research that demonstrates the link between farm-level investment decisions and regional and national economic trends. It shows how the industrialization and globalization of agriculture is part of a continuing development driven by technological innovation.

Based on this data analysis, Blank predicts that the future will bring a much different role for the nation's agricultural sector and will require that the nation make extremely important policy decisions related to that change.



– Pat Bailey

In memoriam

David M. Holmberg

David M. Holmberg, Yolo County farm advisor emeritus, of Woodland died Dec. 3. He was 93.

A native of Bogue, Kan., Holmberg graduated from UC Berkeley's College of Agriculture with a BS in 1938.

In 1940, Holmberg joined UC Cooperative Extension as a farm advisor for Yolo County. He served in the U.S. Army and Air Force from 1941 to 1946, then returned to work as a farm advisor in Yolo County until he retired in 1981. From 1956 to 1966, Holmberg served as county director.

He worked primarily with tree crops – almonds, walnuts, apricots and prunes – but was known for his extensive horticultural knowledge for crop diagnosis and problem-solving, according to Wilbur Reil, Yolo County farm advisor emeritus. During his long career, Holmberg helped growers adopt new irrigation strategies and mechanized harvesting of almonds and walnuts.

Holmberg is survived by his daughter, Janet Meserve of DeKalb, Ill., and her husband Peter; son, Craig Holmberg of Woodland and his wife Suzanne; and sister, Alma Smith of Modesto. He is also survived by four grandchildren. Holmberg was preceded in death by Marguerite, his wife of 54 years, in 1999.

Joseph Wright Osgood

Joseph Wright Osgood, Tehama County farm advisor emeritus, died Nov. 29 in Red Bluff, from complications following a broken hip. He was 80.

Born in Bartlesville, Okla., he moved to San Luis Obispo at a young age. There he grew up and became student body president of his high school and captain of the football team. He attended Cal Poly before joining the Navy. He was awarded a scholarship from the Navy to attend UC Berkeley, where he earned a bachelor's in agricultural economics and a master's in plant pathology.

In 1956, Osgood embarked on a career as a UCCE farm advisor in San Benito County. After a year and a half, he moved to Placer County, where he served as tree crops advisor for about seven years. Then Osgood moved to



San Luis Obispo County for three years, before being transferred to Imperial County to serve as a plant pathology advisor for three years.

The family moved to Red Bluff in 1969, where he served as a Tehama County farm advisor until his retirement in 1991. Over his career, Osgood worked with several tree crops, including walnuts, almonds, plums and pears. He studied diseases such as phytophthora root and crown rot, management of high-density walnut plantings, and the effects of transplanting walnut trees.

In the mid-1990s he served three times as an agricultural consultant for the Volunteer Overseas Cooperative Association (VOCA) in Albania and the Republic of Georgia.

Osgood is survived by his wife, Carla, daughters Eileen Paine and husband Tim, Karen Blount and husband Skip, and Diane Osgood; and grandson Joseph Blount.

Arthur Kells Swenerton

Arthur Kells Swenerton passed away at his Fairfield home on Jan. 6. He was 87.

While attending UC Davis, he met and married Helene Elizabeth Roupen, who is a UC Davis nutrition specialist emeritus. He earned a bachelor's in animal husbandry and, later, a master's in agricultural education at UC Davis.

In 1944 the Swenertons moved to Tulare, where Art Swenerton taught courses in agriculture at Tulare High School. In 1952 he joined UCCE, serving as a livestock farm advisor for Solano County. In 1956, Swenerton was promoted to extension director for Solano County, where he served until his retirement in 1981.

During Swenerton's leadership, the CE office in Solano County grew to include four advisors – an agronomist,



a horticulturist and two 4-H advisors. He was able to increase county support to five full-time county employees and expand the office space.

Swenerton studied range management and forage to improve growth rates of livestock and worked with beef and dairy cattle, sheep and swine producers in the county.

"He worked with the 4-H advisors to conduct carcass contests for both beef and lambs at the Dixon May Fair and the Solano County Fair," recalled Diane Metz, Yolo County director and nutrition, family and consumer science advisor for Solano and Yolo counties.

After retirement, Swenerton remained active as a private livestock management consultant.

Swenerton is survived by Helene and their three sons, Ross of Roseville, Earl of Vacaville, and Steven of Tijera, N.M.; four grandchildren and five great-grandchildren.

In lieu of flowers, the family requests that donations be made to Sutter Hospice, 1900 Bates Ave., Concord, Calif. 94520.

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Office of Governmental & External Relations

1111 Franklin St., 6th Floor
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