

California

**Agriculture
in
the Classroom**

Conference

October 16–18, 2014

Santa Cruz



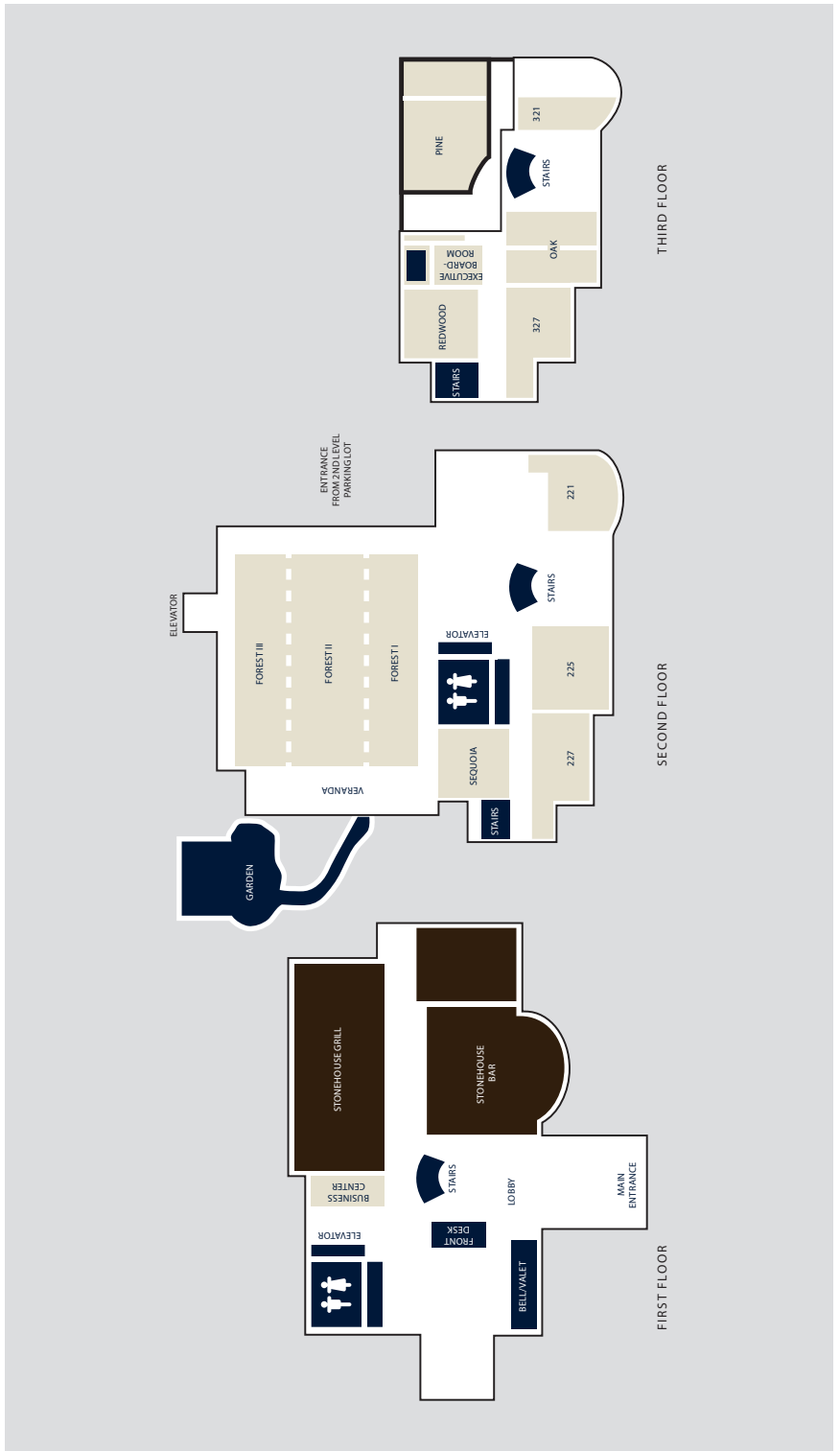


Table of Contents

Schedule of Activities	4
California Specialty Crop Workshop	6
Pre-conference Tour	6
Friday Workshops	7
Friday Farm Tours	9
Dinner Among the Daisies	10
Saturday Workshops.....	12
A Taste of California Luncheon	13
Saturday Make 'n' Takes	13
Keynote Speakers.....	18
Exhibitors.....	20
Sponsors and Supporters.....	21

Welcome to Beautiful Santa Cruz County!

We are so thrilled you are joining us!

Each and every time I visit this shoreline I am reminded of how incredibly fortunate we are to call California our home. To think that a state of this much beauty can also provide us with the quality and quantity of agricultural diversity is simply amazing.

There is no better place than the Central Coast to learn about the food, fiber, flowers, and forests that grow right here in California. We hope you will be inspired to pass this knowledge and awareness on to our future generations.

We know the challenges you face being an educator today, and knowing this, we appreciate your dedication to agricultural literacy even more. Incorporating agriculture into the classroom provides students with connections to the real world—helping them develop critical thinking and problem solving skills.

Much like you, many of the speakers you will hear during the conference are pioneers in their field, willing to make the extra effort for the purpose of educating students about the things that truly matter—things that often cannot be learned in textbooks alone.

Whether this is your first time at our conference, or whether you've been with us since our first in 1987, we hope that the 2014 California Agriculture in the Classroom Conference will provide you with the skills, resources, and motivation to continue connecting your students to the farms, fields, people, and industry that provides nourishment and comfort to us all.

Thank you for joining us. We hope you are able to gain as much enjoyment and education from your conference experience as we have gained by working with each and every one of you.

Sincerely,



Judy Culbertson
Executive Director



Schedule of Activities



Thursday, October 16

9:00 a.m. - 12:00 p.m.

Specialty Crop Taste Test Grant Workshop Sequoia Room

1:00 p.m. - 6:00 p.m.

Pre-conference Tour to Life Lab Lobby Foyer

5:00 p.m. - 8:00 p.m.

Registration Lobby Foyer

6:00 p.m. - 8:00 p.m.

Welcome Reception Veranda

Friday, October 17

8:00 a.m. - 12:00 p.m.

Registration Lobby Foyer

Hospitality Suite 225

Exhibits Open 2nd and 3rd Floors

9:00 a.m. - 10:00 a.m.

Continental Breakfast Veranda

10:00 a.m. - 11:00 a.m.

General Session Forest Ballroom

Welcome to Ag in the Classroom: Judy Culbertson, Executive Director,
CFAITC

Sensual Nutrition: Jim Painter, PhD, RD

California Crops: Karen Ross, Secretary of California Department of Food
and Agriculture

11:10 a.m. - 12:10 p.m.

Workshops

Critter Convention Garden

Farm Academy Live Redwood Room

Free Nutrition Lessons Aligned to the Common Core State
Standards Sequoia Room

What Makes Organic, Organic? Pine Room

12:15 p.m.

Pick up "Lunch to Go" Hotel Entrance

12:30 p.m.

Buses Depart for Farm Tours Hotel Entrance

5:30 p.m. - 7:30 p.m.

Dinner Among the Daisies at Kitayama Brothers

Welcome: Robert Kitayama, CEO/President, Kitayama Brothers

A Seedy Business: Renee Shepherd, Owner, Renee's Garden

8:00 p.m.

Return to the Hilton

Schedule of Activities

Saturday, October 18

7:00 a.m. - 3:00 p.m.

Registration Lobby Foyer

Hospitality Suite 225

Exhibits Open 2nd and 3rd Floors

9:00 a.m.

Breakfast & General Session Forest Ballroom

Featuring Outstanding Teachers: Kenny Watkins, Chairman, CFAITC
Board of Directors

9:30 a.m. - 11:00 a.m.

Farmer Panel Forest Ballroom

Louis R. Calcagno

Nita Gizdich

Sonny Pulido

David Van Lennep

11:10 a.m. - 12:10 p.m.

Workshops

The Next Generation Science Standards
and Project Based Learning Redwood Room

The Joys of Cooking in the Classroom Pine Room

Agriculture in the Classroom Resources
in an Afterschool Setting Garden

Design Ideas for a Fun,
Successful Instructional School Garden Sequoia Room

12:30 p.m. - 2:00 p.m.

A Taste of California Luncheon

Hosted by Michael Marks, "Your Produce Guy"

2:00 p.m. - 2:50 p.m.

Agriculture Detection Demonstration Parking Lot Outside
Forest Ballroom

Cecilie Siegel, Contra Costa County, Agriculture Department

2:50 p.m. - 4:00 p.m.

Make 'n' Takes Forest Ballroom

4:00 p.m. - 5:00 p.m.

Two Peas in a Pod Closing and Reception Forest Ballroom

Martha Deichler, CFAITC Board of Directors

5:00 p.m.

Adjourn

Thursday



California Specialty Crop Workshop

9:00 a.m. - 12:00 p.m.

Sequoia Room

The California Specialty Crop workshop is a special session for California Specialty Crop Taste Test Grant awardees and is provided by funding from the California Specialty Crop Block Grant program. 250 grant applicants will be awarded in October. 25 of the first teachers to submit applications were selected to attend the Specialty Crop Block Grant strand of the 2014 California AITC Conference. These 25 grant recipients will participate in this special workshop to learn about the requirements needed to fulfill their grant obligations. Everyone at the conference will have opportunities to learn about specialty crops through workshops, speakers, and Make 'n' Take sessions.

California Specialty Crop Taste Test Grant awardees will each receive \$200 during the 2014-15 school year to purchase specialty crops for their students to taste in the classroom, along with lesson plan ideas and specialty crop resources for their classroom.

It's not too late! Applications for Taste Test Grants are open! The deadline to submit an application is October 22, 2014. Submit your application at www.LearnAboutAg.com/tastetest.

On the Farm and in the Garden

Pre-conference Tour

1:00 p.m. - 6:00 p.m.

There is a classroom in every garden! Participants will spend the afternoon bringing learning to life at the University of California, Santa Cruz Farm and Life Lab Garden Classroom. Participants will take home many ways to bring every classroom to life.

The UCSC Farm is one of the most beautiful areas in Santa Cruz and home to the Life Lab Garden Classroom. Experience how the staff at Life Lab teach thousands of students each year about farming and food through their farm walk and harvest tasting activities. Teachers will gather ideas to connect the new content standards to garden-based learning in their classrooms.

End the day touring the Garden Classroom while browsing edible exploration stations and networking with others.

Welcome Reception

6:00 p.m. - 8:00 p.m.

Veranda

Join us for wine and appetizers on the Veranda as you arrive in Santa Cruz. Meet and mingle with other participants as we prepare for conference events.

Friday

Breakfast

9:00 a.m. - 10:00 a.m.

Forest Ballroom

In preparation for a day full of learning and experiences, enjoy a continental breakfast complete with an assortment of pastries, fresh fruit, and yogurt in the Forest Ballroom. Enjoy breakfast while networking with old friends and making new ones! Be sure to visit our exhibitors on the 2nd and 3rd floor foyers.

General Session

10:00 a.m. - 11:00 a.m.

Forest Ballroom

Sensual Nutrition: Jim Painter, PhD, RD

Make food taste better, look better, and be better for you. For far too long we've been trying to sell nutrition as an incentive to eat healthier foods. The problem comes when we try to sell nutrition over taste. Taste always wins. Instead of trading flavor and visual appeal for nutritional benefits, why not create dishes with all three components? Dr. Jim Painter describes how you CAN have all three by concentrating on taste, appearance, and adding the nutrition by stealth. He shows his audience the importance of selling to the customers' senses as opposed to the customers' need for good nutrition. Let's get people to eat better by enticing them with nutritional, beautiful, and abundantly flavorful foods.

California Crops: Karen Ross, Secretary of California Department of Food and Agriculture

California's leading promoter and protector of agriculture, Karen Ross, is a supporter of agriculture education and the efforts of educators to help students make connections to the world around them. Living in the most productive state in the nation, Karen Ross will explain the important role educators play in preserving our agricultural identity and our rich heritage by teaching about the more than 400 commodities grown in California and agricultural opportunities students can pursue in the future.

Workshops

11:10 a.m. - 12:10 p.m.

1. Critter Convention..... Garden
Robin Satnick, Crane Country Day School
Grades: K-5

School gardens are bustling with wildlife! In this workshop, learn how to create a living laboratory of garden critters in your classroom. Using engaging and educational hands-on activities, your students will learn about critters by comparing and contrasting body parts, life cycles, niches, and behaviors. All activities require little set-up and can be easily adapted for students in grades K-5.

Workshops (Cont.)

2. Farm Academy Live.....Redwood Room

Haley Hanse, Farm Academy Teacher/Coordinator

Grades: K-5

Learn about Farm Academy, an interactive video conferencing program, and how their lessons are beneficial for teachers and students alike. Courses meet California Common Core standards using the latest in distance learning technology. Live, virtual field trips to the farm and hands-on activities make Farm Academy a true catch.

3. Free Nutrition Lessons Aligned to the Common Core State Standards.....Sequoia Room

Leslie Pring and Valerie Fung-A-Ling, Dairy Council of California

Grades: K-8

Teachers can easily build knowledge across all grade levels through the subject of nutrition—a topic that engages students! Dairy Council of California’s free lessons increase reading and writing complexity for each grade level. Learn how to reinforce concepts through cross-curricular activities and technology, practicing English Language Arts standards by explaining and analyzing informational text, and writing non-fiction using evidence-based answers to inform and explain.

4. What Makes Organic, Organic? Pine Room

Jessica Beckett, California Certified Organic Farmers, and Dana Crompton, California Grower Certification Specialist

Grades: 7-12

This workshop will answer the question, “What is organic agriculture?” while describing how and why farmers, ranchers, and food processors become certified to the United States Department of Food and Agriculture (USDA) organic standards. It will also describe the primary tenets of organic agriculture and provide resources and materials for teachers.

“Lunch to Go”

As you load the bus to your assigned farm tours, remember to take a lunch from the front of the hotel!

Bus assignments are indicated on your name badge.

ALL FARM TOURS WILL DEPART FROM THE HOTEL ENTRANCE PROMPTLY AT 12:30 p.m.

Friday Farm Tours

12:30 p.m. - 5:00 p.m.

Plan on wearing sensible and closed-toed shoes. We will be exploring a variety of agriculture sites which means you will probably get dirty! Also consider bringing a hat as you'll be outside, and a jacket for the dinner after the farm tours. Buses will return to the hotel at 8:00 p.m.

1. Northern Exposure

Catch a glimpse of Santa Cruz County's beautiful north coast. This tour includes learning about the redwood timber industry, visiting a working saw mill, experiencing Cal Poly San Luis Obispo's Santa Cruz campus and its working ranch, and learning how artichokes are grown.

- North Coast Artichokes
- Cal Poly Swanton Pacific Ranch
- Big Creek Lumber Sawmill

2. Flower Power

Set your eyes on Santa Cruz County's beautiful nursery crops, from herbs to flowers. This unique growing region lends itself to a variety of specialty crops enjoyed throughout the world.

- Suncrest Nurseries
- Jacob's Farm del Cabo
- Kitayama Brothers

3. Berrylicious

Take a peek at strawberries, raspberries, blackberries, and blueberries—Santa Cruz County's top crops. Learn about these delicious commodities including growing, packaging, research, and sales. This tour will please all of your senses.

- Creekside Farms
- Gizdich Ranch
- Driscoll's Berry Cooler

4. Incredible Edibles

Behold crops that you may have never tasted before. Santa Cruz County's rich and varied farm land is prime for growing specialty crops. Learn firsthand how growers have developed demand for these unusual crops through out-of-the-ordinary marketing.

- Tomatero Organic Farm
- Lakeside Organic Gardens
- Live Earth Farms

Dinner Among the Daisies

5:30 p.m. - 7:30 p.m.

On top of rolling hills in Watsonville sits a lovely greenhouse full of Gerbera Daisies. The evening will begin with a reception overlooking fields of California specialty crops followed by dinner in the greenhouse surrounded by beautiful daisies at Kitayama Brothers.

Kitayama Brothers has been growing and shipping cut flowers from Northern California since 1948. Twenty different varieties of flowers and cut greens are grown in their one million square feet of greenhouses including oriental and Asiatic lilies, lisianthus, gerbera daisies, snapdragons, mini callas, iris, gardenias, and stephanotis.

A Seedy Business

Renee Shepherd, Owner, Renee's Garden

Renee will offer an overview of where home garden seeds come from, how they are produced and distributed, and how new varieties are chosen and developed. She will share her favorite picks for kitchen and cottage gardens along with which flowers to grow from seed. Renee will discuss what's best for home gardeners, covering topics that include heirlooms, hybrids, seed saving, GMOs, and organic gardening.



Saturday



Breakfast and General Session

9:00 a.m.

Forest Ballroom

CFAITC is dedicated to helping students and teachers across our great state gain an understanding of how agriculture provides the daily essentials necessary to make our society and our world function. Along with providing resources for educators, CFAITC is proud to offer educator grants to enhance agricultural understanding and illustrate classroom lessons.

This last year CFAITC offered 3 grant programs to educators.

Literacy for Life Grants were awarded to initiate new projects or expand existing projects that promote agricultural literacy. Grants of up to \$500 were provided to 25 California educators to support the integration of agriculture into regular classroom instruction.

Funded through a Specialty Crop Block Grant, CFAITC awarded 250 third through eighth grade educators with CA Specialty Taste Test Grants to purchase California specialty crop fruits and vegetables for taste tests in their class.

CFAITC partnered with California Certified Organic Farmers to award 10 grants of up to \$1,000 to California educators to help enhance student understanding of organic agriculture.

Through these grant opportunities thousands of California students were able to experience agriculture first hand!

Farmer Panel

9:30 a.m. - 11:00 a.m.

Forest Ballroom

Get to know your food, flowers, and fiber by getting to know the people behind them! This morning we have four farmers and ranchers from the central coast who grow agricultural products that make life possible. Each farmer represents a different aspect of agriculture from forestry to growing specialty crops, and direct sales of products to dairy farming.

The panel will give each of the farmers and ranchers the opportunity to tell their story about being involved in the agriculture industry, how it began, challenges they must overcome, and where they see the future of agriculture. There will be time for questions from conference participants. This is the time to ask a farmer all you want to know about producing food and fibers for the world!

Saturday Workshops

11:10 a.m. - 12:10 p.m.

1. The Next Generation Science Standards and Project-Based Learning.....Redwood Room

Browning Neddeau, M.A., Ed.D.

Grades: 4-8

Project Learning Tree (PLT) is a national, award-winning environmental education program for grades preK-12. In this workshop, engage in PLT's lessons for grades 4-8. Leave the workshop with lesson ideas that you can implement on the next school day! Lessons meet Common Core State Standards and Next Generation Science Standards.

2. The Joys of Cooking in the Classroom..... Pine Room

Grades: K-6

Making culinary creations provides a way to connect math, language arts, geography, and science all at once. Cooking projects are naturally aligned to Common Core standards, and encourage critical thinking skills. Using basic materials, it is possible to create dishes that students will enjoy making, eating, and recreating at home. Get hands-on experience making a recipe and receive a packet outlining the steps to host a successful cooking experience in your classroom.

3. Agriculture in the Classroom Resources in an Afterschool Setting..... Garden

Jennifer Stone, Isabelle Jackson Elementary

Grades: 3-5

Learn ways to utilize, adapt, and modify CFAITC resources for use in a variety of afterschool settings. Use STEM topics to challenge, enrich, and accelerate students in the elementary setting in a fun, hands-on environment. Critical and creative thinking, science vocabulary, public speaking, cooperative learning, and preparation for middle school math and science will also be explored through activities that can be used in almost any setting.

4. Design Ideas for a Fun, Successful Instructional School Garden.....Sequoia Room

John Fisher, Life Lab

Grades: K-6

School gardens can range from inspirational outdoor classrooms to neglected corners of a school campus. Smart design, adding interpretive displays, and including whimsical effects can go a long way to creating sites that engage students and teachers. Whether you are just starting out or looking to expand your garden, this workshop will leave you with a list of ideas to enhance your site.

A Taste of California Luncheon

12:30 p.m. - 2:00 p.m.

Forest Ballroom

This luncheon is a much-anticipated celebration of California's agricultural diversity and the many people that work to maintain the viability of the industry that supports our daily lives. The Taste of California Luncheon truly is the definition of "info-tainment." Prepare for an exceptionally informative chat over lunch with your table host, each representing an agricultural organization and/or commodity, but also be warned—you may be tested on what you learn!

Your Produce Man, Michael Marks, will emcee this year's A Taste of California Luncheon, and will keep you on your toes during this lively and interactive session, while informing you about positive and fun ways to use fruits and vegetables to teach principles of life. Michael Marks has been called a "walking produce concordance and encyclopedia" and he is ready to share this knowledge!

Sign up in advance at the registration desk to reserve a seat at your preferred luncheon table and walk away with free resources, snacks, and other promotional items.

Agriculture Detection Demonstration

2:00 p.m. - 2:50 p.m.

Parking Lot - Forest Ballroom

Cecilie Siegel and Conan, Contra Costa County, Agriculture Department

Cecilie and Conan are part of the Agriculture Detection Team. Started as a pilot program in 2006, it is a joint venture between federal, state, and county agriculture departments. Thirteen dog teams in nine counties make up the California team. The dogs are all trained at the USDA National Detector Dog Training Center in Newnan, GA to detect agriculture products. Using positive reinforcement they are trained on five odors and are trained to alert their partners on anything that could be harboring a pest that would be injurious to California agriculture. These teams work in facilities such as FedEx, UPS, DHL, and the US Post Office to protect our state and its agricultural products.

Saturday Make 'n' Takes

2:50 p.m. - 4:00 p.m.

Forest Ballroom

You won't want to miss this fast-paced, high-energy learning exchange, featuring hands-on activities suitable for classroom use. This session is designed to demonstrate informative, interactive and agriculturally-themed activities for use in multiple subject areas and a variety of grade levels. Presenters will lead their group in a quick and easy activity demonstrating its practical connections to agriculture and the classroom.

The session will consist of three (3) 20-minute rotations, allowing you to visit and "Make 'n' Take" three separate activities, leaving you equipped to replicate in your own classroom. Be prepared to rotate to a new table at the sound of the cow bell!

Make 'n' Takes (Cont.)

1. Backyard Mystery - Who's the Culprit?

Peggy Lemaux and Barbara Alonso, University of California, Berkeley

Grades: 4-8

What's the difference between a fungus and a virus? Can you tell by just looking? Or do you need special tools to know? Come learn about our new curriculum and discover ways to teach children about diseases and how scientists use tools to determine the culprit. We will play games and share materials for you to take back to the classroom!

2. Education and the Environment- Connecting Agriculture with Standards-Based Units

Amity Sandage, CREEC Network and Jean Mahoney, EEI Teacher Ambassador

Grades: K-12

The Education and the Environment Initiative (EEI) Curriculum offers K-12 units that teach history, science, and support Common Core ELA while students learn about the California environment. These lessons make learning relevant to students' lives and help students develop critical thinking skills. Come have fun exploring lessons at our table and learn how you can use the EEI Curriculum with your students.

3. Locally Grown Specialty Crops in the Classroom

Allie Hoffman, Community Alliance with Family Farmers (CAFF)

Grades: K-6

Learn how to incorporate locally grown produce into your Harvest of the Month or nutrition program. In this session, CAFF will share their expertise gained over years of running Harvest of the Month programs that feature local farmers. Following the how-to, we will demonstrate an interactive lesson from our educator resource guide, incorporating common core standards and food systems education.

4. My Plate

Modesto Junior College Ag Ambassadors and Agriculture Instructor, Don Borges

Grades: K-8

Activities make learning about MyPlate interesting! Learn fun ways to discuss the five different food groups with the use of MyPlate. We will show you how to define portion control and explain how it applies to the five different food groups. Along with eating a balanced meal it is important to include exercise into daily activities.

5. Garden in a Wheelbarrow

Melodie Johnson, Colusa County Farm Bureau

Grades: 3-5

Plants don't need to be grown in the ground! Garden In A Wheelbarrow is an innovative way to educate students about how plants grow, where their food comes from, and agriculture. This fun, interactive, hands on learning environment meets classroom standards.

6. Encouraging Healthy Foods through the Curriculum

Danielle Daugherty, K12 Lunchology, LLC

Grades: K-6

Encouraging Healthy Foods through the curriculum will help educators integrate nutrition education in the classroom through math, science, English Language Arts, and health. This session will engage participants in lessons from a variety of resources for grades K-6 such as USDA's Standards-Based Nutrition Education curriculum "Serving up My Plate."

7. Imagine this... Story Writing Contest

Mary Landau, Regional Coordinator, Imagine this...

Grades: 3-8

Come learn how one of your 3rd through 8th grade California students can become a published author before high school. Inspire your students to show off their creative writing skills in this exciting and fun contest, while increasing their knowledge and appreciation of California agriculture.

8. If Only Trees Could Talk

Nancy Harris, K.J Nancraft

Grades: K-12

Receive an eleven-page thematic unit that includes identifying trees, a dramatic presentation involving all student participation, and more. Make your own tree ring that will highlight people, events, and history of your community for your students.

9. Tasty Testing

Ann Hennessey, 2014 Outstanding Educator

Grades: 9-12

Investigate what influences your decision about what you buy to eat. Consumers make decisions that are influenced by a variety of criteria including appearance, taste, advertising, and cost. Discussing criteria that would make a good pear and have students vote for which criteria they think is most important. Students will then taste three kinds of pears and see if the taste is more important than the list of criteria developed earlier.

Make 'n' Takes (Cont.)

10. B is for BEEF

Debbie Torres, California CattleWomen

Grades: 6-12

An introduction to beef can be fun! Let's learn about beef from the inside out. Beef cattle are an important part of agriculture from the food we eat to many of the products we use every day! Come learn how to teach about beef through the use of games while meeting standards. You will learn about, ruminants, breeds, and brands!

11. Education through Agriculture

Amy Osterberg, Valley's Gold

Grades: K-3

Help your students navigate the ins and outs of Close Reading as they learn to "Plow Deep" and with a purpose into informational text related to California agriculture. Also, learn how to incorporate segments of Valley's Gold, a PBS series highlighting Farm to Fork agriculture across California's Central Valley, into your Writers Workshop.

12. Cowboy Brands, Explore the Importance of Brands to Identify a Rancher's Cattle

Doni Rosasco, Rancher, Regional Coordinator, Imagine this...

Grades: 3-4

In the early days of the cattle industry, western ranchers grazed their herds on the open range. To protect against theft by cattle rustlers, ranchers branded their cattle with a distinctive design. Many ranchers would also brand their sheep & horses. These brands helped prove ownership. In this activity students will learn about cattle brands and design their own!

13. Garden in a Glove

Britney Patterson, Garden Teacher

Grades: K-6

See how you can use simple materials to grow a garden in your classroom! Make your own Garden in a Glove, complete with fruit and vegetable seeds and a journal. Acquire lesson ideas that can be adapted for any grade level and most subject areas. Participants will take home a variety of seeds to plant in the school garden.

14. How Much Water Does it Take to Produce My Food?

Kerissa Chapman, International Agri-Center, AgVentures!
Grades: K-6

See how much water it takes to produce food that we find in our diets—you might be surprised. This activity will raise awareness about how much water goes into producing food by illustrating how much water it takes to produce a hamburger! Along with this hands-on demonstration, participants will also learn ways to conserve water.

15. Busy Bees, Investigating the Pollination Cycle

Presenter: Jennie Russ
Grades: 1-3

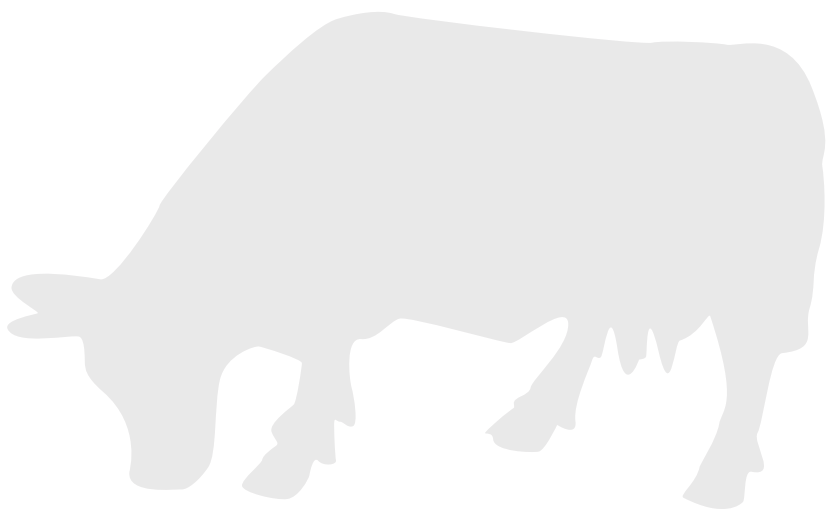
More than 80 percent of crop pollination is accomplished by bees. Fruit trees and many other plants must be pollinated to produce fruit. With this activity students will identify each step of the pollination cycle and appreciate the importance of bees in agriculture production.

Conference Adjourn

4:00 p.m. - 4:30 p.m.

Forrest Ballroom

Common core and agriculture- Two Peas in a Pod!



Keynote Speakers



Karen Ross was appointed Secretary of the California Department of Food and Agriculture on January 12, 2011 by Governor Edmund G. Brown Jr. Secretary Ross has deep leadership experience in agricultural issues nationally, internationally, and here in California.

Prior to joining CDFA, Secretary Ross was chief of staff for U.S. Agriculture Secretary Tom Vilsack, a position she accepted in 2009. Before her time at the United States Department of Agriculture, Secretary Ross served more than thirteen years as President of the California Association of Winegrape Growers (CAWG), based in Sacramento. During that same period she served as the Executive Director of Winegrape Growers of America, a coalition of state winegrower organizations, and as Executive Director of the California Wine Grape Growers Foundation, which sponsors scholarships for the children of vineyard employees.

Among Secretary Ross' many achievements at CAWG was the creation of the nationally-recognized Sustainable Winegrowing Program, which assists wine grape growers in maintaining the long-term viability of agricultural lands and encourages them to provide leadership in protecting the environment, conserving natural resources, and enhancing their local communities.



Jim Painter is a professor emeritus at Eastern Illinois University. He has served on commodity scientific advisory boards, such as Paramount Farms Pistachio Health and National Pasteurized Eggs, and has directed Nutrition Research for the California Raisin Marketing Board and Sun-Maid Growers of California. Dr. Painter has been a registered

dietitian since 1980 and is a member of the American Dietetic Association.

Dr. Painter worked for Marriott Corporation in the 1980s. During the 1990's he taught at the University of Illinois in the field of nutrition and hospitality and at Eastern Illinois University in the 2000s where he chaired the School of Family and Consumer Sciences.

He has been the recipient of numerous grants that have focused on changing our eating environment. Dr. Painter has more than 100 peer reviewed publications and presentations to his credit. He produced the video Portion Size Me and authored Nutrition You Can Use. His current studies focus on mindless eating and stealthy calorie intake control.



Renee Shepherd is widely regarded as a pioneering innovator in introducing international specialty vegetables and herbs for home gardeners and gourmet restaurants. She holds a Ph.D. from the University of California, Santa Cruz where she taught in the Environmental Studies

department before founding Renee's Garden in 1998.

Renee's Garden seeds are sold nationally at independent garden centers and online at reeneegarden.com using the helpful variety descriptions to plan and plant your garden. The company offers fellow gardeners access to the high quality seed varieties otherwise available only to mail order shoppers. When Renee isn't writing copy for seed packets or directing the company's large trial garden, she can be found authoring cookbooks, speaking at national garden shows, or enjoying the Santa Cruz Mountains.

"Renee's Garden is my practical way to spread the joy of gardening as a meaningful, productive, and satisfying activity that connects us to each other and the earth." –Renee Shepherd



Michael Marks is best known as "Your Produce Man" on his weekly visits on CBS13 News at Noon and on the #1 morning show in Sacramento, "Good Day Sacramento" on CW31. He celebrates 25 years at CBS13 this year. Your Produce Man was also a regular favorite on DIY network's top show, "Home Grown Cooking

with Paul James."

Michael Marks has been in the produce industry since 1977, starting his career in a "mom and pop" grocery store in Sutter Hill, California. He then moved into the wholesale produce industry, setting up orders in the middle of the night and delivering produce to stores and restaurants throughout Northern California. He eventually became a sales manager for a small produce distributor in Northern California, and then become marketing director for Sysco, North America's largest distributor of fresh fruits and vegetables to the foodservice industry.

He is a favorite speaker for schools, fairs, business, community groups, and conventions. His message is always positive and fun, using fruits and vegetables to teach principles of life. He has been a favorite assembly speaker at elementary schools in Northern California for several years, with his speech "Fun with Fruits and Vegetables." It is a high energy, interactive presentation. Each year, he speaks to more than 10,000 students.



Cecilie Siegel and Conan are partners in the Agriculture Detection Program in Contra Costa County. Cecilie has a Bachelors of Science from Texas A&M in horticulture and has worked in agriculture and agricultural related industries for the last 4 decades.

Conan is a six year old lab. Cecilie and Conan are one of 13 dog teams in California. The detection team is a joint venture between federal, state, and county agriculture departments. Conan, like most of the dogs, came from an animal shelter. He was trained to detect agriculture products, specifically, apple, stone fruit, citrus, mango, and guava. Cecilie and Conan work in FedEx and UPS in nine different counties and in one USPS which is distribution point for numerous counties.

Exhibitors



Bayer CropScience Making Science Make Sense
Sarah Demshar

California Fertilizer Foundation
Mary Junqueiro
www.calfertilizer.com

CREEC Network (California Regional Environmental
Education Community)
Amity Sandage
www.creec.org

Dairy Council of California
Leslie Pring and Valerie Fung-A-Ling
www.healthyeating.org

E.A.T. Foundation
Kelly Deming Giacomazzi
www.eatfdn.org

PLANT Foundation
Haley Hanse
www.farm-academy.org

The Food Tree
Jill Troderman
www.healthyfoodtree.com

Tomato Wellness
Rodger Wasson
www.tomatowellness.com

Usborne Books and More
Holly Derington
www.B4975.myubam.com

Yolo County Farm to School
Kristy Levings
www.HarvestHubYolo.org

Sponsors and Supporters

Presenting Sponsors

CALIFORNIA COTTON ALLIANCE



Look for the Seals

California Milk Advisory Board

**CHARLES SPINETTA
WINERY**

Major Benefactors

The James G. Boswell Foundation

California Department of Food and Agriculture

California Farm Bureau Federation

California Milk Advisory Board

Farm Credit

American AgCredit, CoBank, Farm Credit West, Fresno

Madera Farm Credit, Golden State Farm Credit

Jim Hicks and Company

Jim Hicks Family Trust

Bob Johnson

Estate of Josephine Marks

Monsanto

Oreggia Family Foundation

J.R. Simplot Company Foundation

Syngenta Crop Protection, Inc.

United States Department of Agriculture

Zenith Agribusiness Solutions

Sponsors and Scholarships

Blue Diamond Growers

Booth Ranches

Bowles Farming Company

C&N Tractors

California Cotton Alliance

California Avocado Commission

California Milk Advisory Board

California Pear Advisory Board

California Walnut Board

California Women for Agriculture

California Women for Agriculture - San Joaquin

Sponsors and Supporters (Cont.)



Al Connor
County Farm Bureaus
Butte, Colusa, Contra Costa, Los Angeles, Madera, Mariposa,
Mendocino, Napa, Nevada, Orange, Sacramento, San Joaquin,
Siskiyou, Sonoma, Stanislaus, Tuolumne
Cowles Berry Farm
Dole Food Company
Edgewood Partners Insurance Center
Fujishige Farms
R. Gorrill Ranch Enterprises
J.R. Simplot Company
Ray and Debbie Jacobsen
Lakeside Organic Gardens, LLC
Lawson & Associates
The Lyman/Tremont Groups, Inc.
C.B. Nichols Egg Ranch
Ocean Mist Farms
Pacific Gas and Electric Company
Seley Ranches
Charles Spinetta Family
Gar and Esther Tootelian Charitable Foundation
Bob and Carilyn Vice
Vino Farms
Western Growers

In Kind

A4 Promotions and Incentives
Almond Board of California
Blue Diamond Growers
California Avocado Commission
California Beef Council
California Cattlemen's Association
California Dried Plum Board
California Egg Farmers
California Grown
California Milk Advisory Board
California Strawberry Commission
California Walnut Commission
Dairy Council of California
Hollandia Produce
KJNancraft/Nancy Harris
Learning Zone Express
Lundberg Family Farms
Monsanto
Project WET
Renee's Garden
Tulare County Farm Bureau

Program Administration

Board of Directors

Kenny Watkins
Mark Dawson
Martha Deichler
Jim Hicks
Debbie Jacobsen
Jamie Johansson
Rick Phillips
Jane Roberti
Craig Thomson

Volunteers and Special Thanks

Murray Bowron
Jess Brown
Mark Dawson
Martha Deichler
John Eiskamp
John Fisher
Matt Gianelli
Melodie Johnson
Robert Kitayama
Mary Lou Nicoletti
Bill Ringe
Soquel FFA Chapter
Dennis Stohl
Judy Stohl
John Wiley
Jacki Zediker

Staff

Judy Culbertson, Executive Director
Mindy Burris DeRohan, Communication Coordinator
Stephanie Etcheverria, Program Coordinator
Lyn Hyatt, Administrative Coordinator
Terri Salmond, Administrative Assistant



CALIFORNIA FOUNDATION FOR
AGRICULTURE IN THE CLASSROOM

2300 River Plaza Drive, Sacramento, CA 95833
(916) 561-5625 • (800) 700-AITC (2482) • FAX (916) 561-5697
www.LearnAboutAg.org • info@LearnAboutAg.org

Schedule at a Glance

THURSDAY, OCTOBER 16

9:00 a.m. - 12:00 p.m.	Specialty Crop Taste Test Grant Workshop
1:00 p.m. - 6:00 p.m.	Pre-Conference Tour to Life Lab
6:00 p.m. - 8:00 p.m.	Registration
6:00 p.m. - 8:00 p.m.	Welcome Reception

FRIDAY, OCTOBER 17

8:00 a.m. - 12:00 p.m.	Registration Hospitality Exhibits
9:00 a.m. - 10:00 a.m.	Continental Breakfast
10:00 a.m. - 11:00 a.m.	General Session
11:10 a.m. - 12:10 p.m.	Workshops
12:15 p.m.	Pick up "Lunch to Go"
12:30 p.m.	Farm Tours Buses Depart
8:00 p.m.	Return to Hotel

SATURDAY, OCTOBER 18

7:00 a.m. - 3:00 p.m.	Registration Hospitality Exhibits
9:00 a.m.	Breakfast & General Session
9:30 a.m. - 11:00 a.m.	Farmer Panel
11:10 a.m. - 12:10 p.m.	Workshops
12:30 p.m. - 2:00 p.m.	A Taste of California Luncheon
2:00 p.m. - 2:50 p.m.	Agriculture Detection Demonstration
2:50 p.m. - 4:00 p.m.	Make 'n' Takes
4:00 p.m.	Closing and Reception
5:00 p.m.	Adjourn



2300 River Plaza Drive, Sacramento, CA 95833
(916) 561-5625 • (800) 700-AITC (2482) • FAX (916) 561-5697
www.LearnAboutAg.org • info@LearnAboutAg.org