

Nostalgia — A Place in Time

by Mary Silveira

It was February 1998 that the *Farm Bureau Bulletin* jumped off the standard four-page fold to enlighten the membership to a magazine with 10 real pages. That beginning, with full-color cover, historically set the precedent for the years to come.

That first issue, Marilyn Britton, Executive Director, gave a manager's report outlining renovation of the building stating, "With the blessings of our Executive Committee—we have moved into the entire building, giving everyone a 'place' of their own. Ag Education has an office of their own and a display area, now each [employee] has an office to do their work. The 'walls' came down, furniture came in and the entire building has a welcome atmosphere."

Chris Darway was president, Hugh Pitts vice president, Kate Magnuson secretary and Tom Ikeda treasurer.

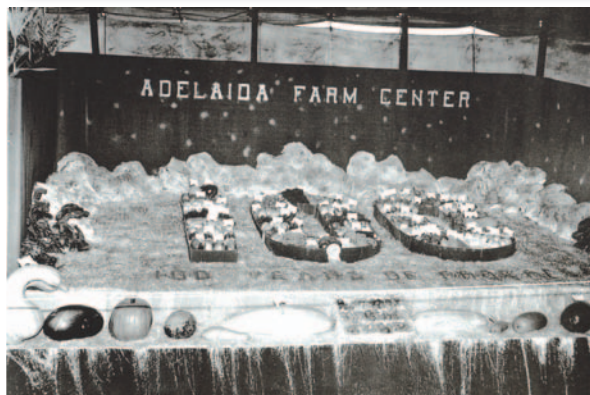
Those officers went up the ladder and each served as president; they have now retired from office but remain vitally active as current directors of the Farm Bureau Board.

Nostalgia is a tricky word. It conjures up a "wistful desire to return in thought or in fact to a former time in one's life, to one's home or homeland, or to one's family and friends; a sentimental yearning for the happiness of a former place or time." It also brings to mind the history of an organization that just keeps growing.

During that year of change in our magazine, the Farm Bureau helped develop the Native Tree Guidelines and today still participates in that committee. The Ag Education Committee events included the announcement of new projects to enhance the already busy office, culminating in the creation of the AGventure program for county fourth graders, an event that has just completed its sixth year (see page 3 and photographs top right).

The Farm Bureau "Focus" spotlighted a different long-standing Farm Bureau member each month, not unlike the current "About Membership," instituted to highlight members throughout our county. Scholarships, benefits for members, rural crime and Young Farmers & Ranchers' events all made up those first 10 pages. Additional features on Farm Bureau Women's tour, the Business Membership Directory, Farm Bureau Tours, and Cattlemen's Art Show, Environmental Quality Incentives Program, Wine Festival News and the "Biggest Little Fair Anywhere" helped create a readership asking for more.

Not only did *Farmer & Rancher* keep our members informed in 1998, it continues through the years to be the only agriculture-inspired and directed publication in San Luis Obispo County.



In December 1998, Joy Fitzhugh began the SLO County Farm Bureau Legislative Update with "Strength in Unity." Farm Bureau "joins[ed] hands with five other Central Coast Farm Bureaus to keep landowner control of our watersheds." Since then, you read the Legislative Update by our Legislative Analyst every month and know that you have the best up-to-the-minute resource needed for day-to-day agriculture production. You need to know what is happening in our county, state and federal government regarding agriculture.



you pick up your magazine, *Farmer & Rancher*.

You've been treated to some of the best photography of agriculture in the county, and you have enjoyed the features on production from the floral industry, the abalone industry, conventional and organic agriculture. You have read about diversification in farming in Arroyo Grande Valley to viticulture and avocados; how the pumpkin and gourds transform agriculture into an art form and that you don't have to buy foreign oil (olive oil). And you have read about See Canyon apples, "the core of business"; and mushrooms and pickles. If *Farmer & Rancher Magazine* hasn't covered it yet, we will.

Membership is important to us, and we want you to enjoy the benefits we offer and the crucial information that keeps you aware of the community of agriculture and what it means to the economy. Check out our website—www.slofarmbureau.org—for the complete list of benefits or go to www.cfbf.com for more opportunities from the California Farm Bureau Federation. Grainger, Dodge, Farm Bureau Connection, Health Net Insurance, Allied Insurance, State Compensation Insurance Fund and Lens Crafters are all waiting for you to join.

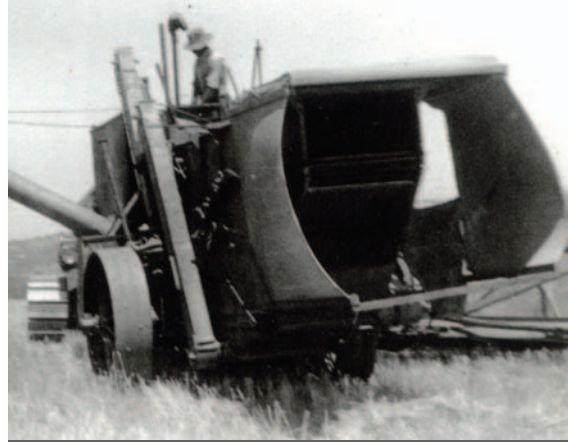
Look to our feature each month for information on productive agriculture in San Luis Obispo County. Check out the Business Member Directory for your agriculture and day-to-day purchases.

Scout the pages and calendar for news of meetings, workshops and events. Look at "How Farm Bureau Works for You." And watch for "Around California," "Around SLO County," "About Membership" and "Farm Bureau News." It's all there, in *Farmer & Rancher Magazine*, free to our members and available at our business associates.

We're surrounded with memories and some take us back 20 or 30 years, but recent

memories give us stability when we see that Farm Bureau has been actively engaging agriculture's best interests in meeting, managing, marketing and enjoying the members who make Farm Bureau a tough, but gentle community of family and friends.

Come to our Open House, Thursday, December 11, at the Farm Bureau, and remember—spread the word.



What has changed? More attention to issues like Williamson Act Amendments, Comprehensive Immigration Reform Act, Water Discharge Waiver, Viewshed Ordinance, Parks and Recreation Element, and access to FARM TEAM. Our membership is informed on what is happening to, for and with agriculture in San Luis Obispo County. When you need more information on Ag Tourism, Framework for Planning, Transfer of Development Credits, Cluster Development, Food Safety or recent crime waves such as metal theft,



Photos

Far left above – Edna Farm Center honors Walter Schroeder, 2007.

Far left below – Agricultural Awareness Foundation Annual Crab Feed, February 2008.

Center top – Rudy Hamm unloads harvest, 1946.

Center middle – Farm Bureau Women meeting, 2007.

Center below – Adelaida Farm Center display at 1948 State Fair.

Near left – Farm Pac at Santa Margarita Ranch, June 2006.

Above top – Great AGventure, October 2008.

Above middle – Tom Ikeda interviewed by KSBY, 2006.

Above below – Farm Bureau office rebuilding, 1980.