

SAN LUIS OBISPO COUNTY FARM BUREAU'S

# FARMER & RANCHER MAGAZINE



AUGUST 2009



Say Watt? Part 2...page 8



# GUEST COLUMN

by John Valentine, Director Sponsor Relations Sales, Nationwide Insurance

## How Much Liability Insurance Do You Need?

**L**iability insurance can help protect your assets from lawsuits that sometimes cost millions of dollars. It can save you from losing your business, home, property or investments. It helps cover exposure to liability risks associated with your farm, business, home, car and personal interactions. **But How Much?**

To gauge how much liability insurance you need, consider your risks or liabilities: business operations, risk exposures, cars, drivers, homes, additional properties and other exposures. Liability insurance for your farm is usually a reasonable business cost when you consider how devastating even one claim could be to defend against.

There are several ways to gauge how much liability insurance you should have for your farm. California Farm Bureau (CFBF) endorses Allied/Nationwide Insurance, and CFBF recommends using the expertise of an Allied or Nationwide agent to determine your coverage needs.

### Costs

Premium costs depend on a variety of factors, including the amount of liability coverage you carry, and the type of activities your business performs. An insurance agent who understands your business and its exposures makes a valuable partner in helping you decide the right level of coverage.

### Keeping Costs Down

Let's say, based on your assets and the amount of liability your farm faces, you'd like \$3 million of liability coverage. Rather than purchase these higher liability limits, you may want to pur-

chase \$1 million in liability coverage and \$2 million in umbrella coverage. Umbrella coverages are usually less costly than the higher limit liability policies. You're also covering any gap in your base insurance policy limits as well as your liability coverage, and you may save money. Ask your agent if this is an option, and get a cost comparison.

You can help reduce liability costs by avoiding losses in the first place. Many insurers, such as Nationwide Agribusiness Insurance, have loss control specialists to review risk exposures and recommend how to decrease risks while increasing safety to avoid losses.

Purchasing liability insurance to protect your assets and help offset risks is critically important. This is not an area in which you should consider cutting corners. It could mean the difference between losing your farm or keeping your assets to pass down to the next generation.

### Additional liability exposures

If you answer yes to questions below, check with your agent to see how you can close any coverage gaps.

- Do you sell products directly to the public for consumption?
- Does your farm host corn mazes, hay rides or "public" events?
- Do you board, breed or train horses?
- Is custom farming a significant business activity?
- Does your farm policy exclude coverage if your milk contaminates the milk of others when placed into a tank together?
- Does your farm policy exclude liability arising out of pollution events?



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### COVER PHOTO

Solar panels at J. Lohr Vineyards offset 75 percent of the winery's energy usage in Paso Robles.

## Make Sure Everyone Has Emergency Preparedness Training—Accident Investigations

by Mike Klimenko, State Fund Farm Bureau Group Manager

California employers are required by law to “establish, implement and maintain an effective Injury and Illness Prevention Program (IIPP).” The benefits of a safe, well-run operation—reduced injuries, increased productivity, better employee morale—far outweigh efforts necessary to comply.

Three main elements comprise an IIPP program: safety training, safety inspections and accident investigations. This column’s focus is on accident investigations.

### Definition of an accident

“Any occurrence that is unplanned and interrupts the production process, thus causing a loss. Losses come in the form of lost time, property damages and personal injury.”

While we all hope to avoid accidents, they do occur, so preparation and planning are important. Inform *all* employees that they are to report accidents immediately. Also designate a responsible person to conduct any investigations, and be sure that all investigators are properly trained.

### Five elements of an accident investigation

- **Collect facts:** Visit the accident scene as soon as possible after the incident. Carefully inspect all equipment involved and interview involved employees and witnesses. Ask questions that will provide the most accurate understanding possible.

- **Determine cause:** Determine the direct and indirect causes of all incidents. If you address only the direct cause, employees may still be at risk of injury from indirect causes.

Direct causes include improper work methods, horseplay, not using protective equipment, defective or unguarded machinery. Indirect causes include lack of inspection, faulty

facility design, poor lighting and complexity and duration of the task.

- **Recommendations:** The investigator’s recommendations on ways to prevent similar accidents should name who is to take corrective action and how follow-up will occur. Deficiencies and hazards should be clearly identified. Ask involved employees for their ideas and comments before recommending changes. All recommendations should be in writing and should be as specific as possible.

- **Communicate recommendations:** Provide all decision-making personnel with a copy of the written recommendations and documentation supporting those recommendations. The success of an investigation system rests on the cooperation of everyone involved.

When a company acts swiftly and positively to address incidents, its actions reaffirm its commitment to safety and the well-being of employees. Supervisors can promote safety by modeling positive safety actions and rewarding those who do likewise.

- **Follow up:** There is no point in making recommendations unless they are acted upon and implemented. All of the equipment and procedures in the world do not make an operation safe unless they are used properly. Set a time frame for implementing each recommendation and ensure the recommendation is followed according to its intent. Set up an accountability plan to ensure recommendations are carried out.

### Costs of an accident

The cost of a lost workday is substantial. For every dollar you spend on direct cost of an employee’s injury or illness, you’ll spend much more to cover indirect and hidden costs.

*Continued on page 10*

## Farm Bureau CALENDAR

### AUGUST

No Farm Center Meetings  
25 Farm Bureau Board of Directors

### SEPTEMBER

3 Edna Farm Center  
14 Farm Bureau Women  
18 Adelaida Farm Center  
20 Creston Farm Center  
26 Annual Farm Bureau Meeting of Members

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# AROUND SLO COUNTY

## 2009 Cattleman of the Year



*Pete Clark*

The San Luis Obispo County Cattlemen's Association honored Pete Clark as their Cattleman of the Year July 23 during Cattlemen and Farmers' Day at the Mid-State Fair.

Clark attended Cal Poly SLO, majoring in Agricultural Business Management from 1975 to 1979. He then received his California Real Estate License, joining his grandfather, William P. Clark, Sr., at Clark Land Company in 1979. Pete is

Corporate President and Real Estate Broker, directing the real property operations for Clark Company. In addition, he oversees and manages numerous ranches, including the Clark family ranches in SLO County where Pete's family has ranched for more than 40 years, starting their cow-calf herd in 1970 with the help of Pete's father and grandfather.

A fifth-generation Californian, Clark grew up ranching and competing in rodeos and team roping and continues to compete in team roping. A member of the PRCA and USTRC, Clark was invited to compete in the 1983 PRCA Presidential Rodeo.

Clark is active in many organizations including the California Mid-State Fair (past Board President), assisting with Junior Livestock Auction and competing in rodeo events; National Cattlemen's Assn.; California Cattlemen's Assn. (State Director); SLO County Cattlemen's Association (Director and past President); SLO Cattlemen Political Action Committee (Director and President); California Farm Bureau and Paso Robles Chamber of Commerce (past Director). He is a fourth-generation member of Rancheros Visitadores and co-founder of the SLO County Meadow Muffin Golf Classic, an annual charity golf tournament.

Clark is married to Elena Twisselman Clark, and he is the son of Bill and Joan Clark of Shandon. He has two brothers, Colin and Paul, and two sisters, Monica and Nina.

## 2009 CattleWoman of the Year

The San Luis Obispo County CattleWomen's Association honored Chris Jennings as their 2009 CattleWoman of the Year at Cattlemen and Farmers' Day.

Jennings, a member of the CattleWomen for 18 years, has chaired the Beef Ambassador contest, the Environment and Animal Care committee and is the current Chairperson of the Grants and Scholarships committee. She has been on the Board of Directors since 1994.

Jennings has taken an active role in educating the public about beef safety, beef by-products and all aspects of the beef industry. As a member of the Agriculture Education Committee since 1996, she volunteers to educate elementary school students during the CattleWomen's fourth grade field trips and the Great AGventure held each fall. She received the NCBA Mythbuster's Certificate in 1998 and Beef Irradiation Training in 2003.

Raised on the east side of Paso Robles by parents Doug and Jan Edwards, along with brothers Tim and Toby and sister Holley, Jennings was active in Estrella 4-H and Paso Robles Future Farmers of America, showing goats, sheep and beef cattle. She was a member of the Paso Robles FFA Livestock Judging Team, Parliamentary Procedure Team and was an officer for two years.

While at Cal Poly, beginning in 1985, she was involved with the Bull Test, the Escuela Cow-Calf Project and many other Beef Unit activities. Jennings graduated in 1990 with a degree in Animal Science and her first industry job at Loomix in Arroyo Grande. For the past 17 years, she has been employed at Farm Supply Company in San Luis Obispo as a Purchasing Agent and Pest Control Advisor.

Chris and Neal Jennings were married in 1992, moved to Atascadero in 1995 and enjoy community and family activities with 10-year-old son Logan and 4-year-old daughter Emily.



*Chris Jennings*

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# AROUND SLO COUNTY

## Congratulations to 2009 Farm Bureau Agriculturist of the Year!

The San Luis Obispo County Farm Bureau Board of Directors announced the 2009 Agriculturist of the Year—The White family.

For more than 100 years, the White family has farmed dry land barley and raised cattle. The history of the White family in Shandon starts in 1888 when George H. White immigrated from New Brunswick, Canada, with his family. His son George A. White was 12 years old, and his first land purchase amounted to 320 acres. He farmed this and gradually acquired more land, building the family property to 1,200 acres. Acreage farmed by the White Ranch Company has expanded considerably.

George A. White's sons—Richard, George and Marion—got involved in agriculture the routine way of daily chores beside their father. In 1939, the boys were basically handed the ranch and told to go to it. The boys had their dad in the background, but they made the decisions concerning the ranch's operation. Richard sold his interest and moved to Oregon in the early 1960s. In a December 1964 article, George and Marion attributed the progress of the ranch to the great advance in technology, especially machinery made available to the farmer and rancher.

The next generation, Jerold and Kenneth White (sons of Marion White) and Ron White (son of George White) found themselves agriculturalists the same way—working side by side with their family. Ron retired in the late '90s.

Jerold (Jerry) earned a bachelor's degree at Cal Poly SLO and has been active in the SLO Cattlemen's Assn. for more than 35 years. He served on the Cattlemen's Board of Directors, was President in 1991 and 1992 and was named Cattleman of the Year in 1998. He has been active in the Agriculture Advisory Committee, USDA Farm Service Committee and SLO Farm Bureau. He, and the entire White Ranch Company, have supported the Mid-State Fair's Junior Livestock Auction as well as the Shandon Support Club and the Grain Improvement Association. He's been a member of Rancho Vistadores for many years and still resides on the White Ranch in George A. and Emily (Gates) White—"Gramp and Nana's"—house. *Continued on page 6*



Jerold "Jerry" White (left), Cyndra and sons Clayton "Clay" and Clinton "Clint" White.

Photos pages 4-5 by Karen McLain, McLain Photography.

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# AROUND SLO COUNTY

## Farm Bureau Agriculturist of the Year continued from page 5

Kenneth (Kenny) White also attended Cal Poly SLO. He married his high school sweetheart, Cyndra (Klugh), in 1970, and they took up residence on the ranch and raised two boys, Clayton (Clay) and Clinton (Clint). Kenneth White passed away in March 2007.

Kenny was actively involved in the community of Shandon and government of California. He served on the Board of Directors for the County and State Agricultural Soil and Conservation Service committees, and he also served on the Shandon Advisory Committee. While running the ranch with his brother Jerry, Kenny coached many youth sports in Shandon. He was involved in the California High School Rodeo Association for seven years. He and Cyndra influenced the lives of many young people through this service. Kenny was a committed member of his church, serving on the Board of Directors for years. Continuing in the White tradition of embracing technology, he and his sons worked across the United States and in Canada, Australia and Argentina with John Deere Harvester

Works, assisting in the research and development of John Deere combines. The White Ranch has also participated with UC Davis and the Cooperative Extension program, growing test plots for research on disease drought resistance.

The White family has spent their lives surrounded by the barley covered hills, maintaining the tradition of agricultural development and excellence. Clay and Melanie (Martin) White and Clint White provide the youth and future of the White Ranch Company. Clay currently serves as president of the Grain Improvement Association. Clint has begun joining his uncle Jerry on the Rancho Vistadores trail rides. These young men are carrying on the White family legacy of working hard and using knowledgeable experience to uphold the agricultural integrity of this country.

The White family says, "We appreciate the acknowledgement the Agriculturist of the Year Award gives the White family. To be held in regard with the past recipients is an honor. Thank you for selecting us for this distinction."



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# LEGISLATIVE UPDATE

Editorially speaking by Joy Fitzhugh, SLO County Farm Bureau Legislative Analyst

## They've Been Busy 'For Our Own Good' Or Maybe Not...

Both our state and federal representatives have apparently been burning the midnight oil in an effort to pass new legislation. Here is a sample of some of the legislation.

### AB 49 – Water Reduction Requirement of 20 percent by 2020

This bill originally required water “efficiency” of 20 percent for urban users. In its last rendition, agriculture was added to the bill. As we all know, agriculture has become more and more efficient in their water application and utilization. To ask for a further 20 percent reduction may be difficult to achieve and keep production at the level it is.

*Farm Bureau opposes this bill. This Assembly bill may be headed for concurrence in the Senate at the end of August.*

### SB 250 – Spay-Neuter Your Dogs and Cats

This bill would mandate that you spay or neuter your dogs and cats at age six months unless you get an unaltered or “intact” pet permit that is more than double the altered pet license and carries serious penalties. The bill’s author promised to exclude hunting and agricultural dogs, but to date has not come through.

*Farm Bureau opposes this bill. The bill is currently in the Assembly Appropriations suspense file, not to be heard from until maybe late August.*

### SB 121 – Central Coast Rural Crime Program

Right now there is a Rural Crime Prevention Program in place that is due to expire in 2010. With the extension of the program to 2015, the Rural Crime Task Force will be able

to combat the rural meth labs, farm theft and vandalism.

*Farm Bureau supported this bill, and it was passed by both the Assembly and Senate and is headed for the Governor’s desk for signature.*

### ON THE NATIONAL FRONT S 1038 – AgJOBS Bill

Reintroduced in the U.S. Senate, this bill would create a “blue card” for undocumented agricultural workers if they can prove they have worked on U.S. farms for at least 863 hours or 150 days, as of December 31, 2008. Along with other provisions, there can be short-term relief from the farm labor shortage issue.

*Farm Bureau supports this reintroduced bill. It currently resides in the Judiciary Committee for action.*

### HR 2749 – Food Safety Enhancement Act

This bill would create a new traceability system for two-day traceback;

create FDA on farm inspections; give DFA quarantine authority and create a reportable food registry.

Although possibly good in concept, this bill may be critically challenging to small growers. The potential costs and record-keeping may reach such onerous levels that some can no longer remain competitive. Further, there is the “mistaken identity” issue where a crop is declared a food safety risk, yet is found not to be, and the farmer is forced to foot the bill for this agency mistake.

*Farm Bureau does not support this bill. It is currently in the Health Subcommittee.*

### S 787 – Clean Water Restoration Act

I reported at length last month, so just an update.

*Farm Bureau continues to oppose this federal grab of all water, be it streams, ponds or puddles. This bill currently is in the Committee for Environment and Public Works, but it is expected to go to the whole Senate soon.*

## WOULD YOU BELIEVE?

### Letter to an editor

“To all you hunters who kill animals for food, shame on you; you ought to go to the store and buy the meat that was made there, where no animals were harmed.”

### News Report

“We are unable to announce the weather. We depend on weather reports from the airport, which is closed, due to weather. Whether we will be able to give you a weather report tomorrow will depend on the weather.”

### Statement by the Executive Director of the Mountain Lion Foundation

“When told by ranchers of the problems in San Benito and Monterey counties with mountain lion depredation, he said, ‘Livestock owners should put their animals in lion-proof enclosures to protect them.’”

### Petition introduced in the Canadian Parliament in 2007

“To make Bigfoot an endangered species.”

# Say Watt?

## A Look at Renewable Energy, Part 2 by Mary Silveira

Part 1 of "Say Watt?" appeared in the July 2009 Farmer & Rancher. A renewable energy tour earlier this year visited three Central Coast wineries to view their solar power installations.

### EOS Estate Winery

When EOS Estate Winery was purchased several years ago, the new owner announced plans to convert its facility entirely to solar power. Today, the \$3.8 million project includes the installation of more than two acres of ground-mounted tracking solar arrays that provide all of the electrical power needs for the winery and tasting room, and EOS is the largest winery on the Central Coast to run completely on alternative energy. Additional roof-mounted solar arrays provide all the hot water needs.

Owner Jeff Hopmayer says, "At EOS, we believe strongly in producing our wines in a way that is friendly to the land and the environment as a whole, and because of the abundant sunshine, California is the perfect place to harvest solar power."

### J. Lohr Winery

Steve Lohr says the Lohr family wanted their wineries to become more sustainable, as well as to set an example for the energy-intensive wine industry and the public at large.

"Solar energy is a perfect fit for

the California wine industry," Lohr says. "We're innovators and entrepreneurs, and we're committed to the land. The success of our wines depends on our environmental stewardship."

The Lohr family originally was based in St. Helena in 1984, their only operation. The Paso Robles land was planted in 1986—2,000 acres in vineyards five miles north of San Miguel and five miles south to Creston.

"Sustainability is our mantra," Lohr says. He and the family asked, "What can we do to make sure the environment stays good, since making wine is energy intensive?" Once we saw how much energy we used, we started looking at solar. That's when we met Sun Tecnic, now Conergy, and now we have the largest solar-tracking facility of any ag winery in North America. This system will pay for itself in 10 years."

Pre-programmed tracking panels are 15 percent more efficient than fixed panels. The three acres of solar photovoltaic (PV) tracking system adjacent to the J. Lohr Paso Robles wine center and winery do not stop tracking during cloud cover.

A Conergy representative describes the "ins and outs" of the system: "Every day of the year, every minute of the day, the system knows where the sun will be. It moves the array to a specific place to catch the sun. At night it lays flat and rotates slowly to meet the sun as it comes up. It backtracks 45 degrees at 9 a.m., starting with the sun and staying with the sun. At night storage is flat. This offers more peak production throughout the day."



Steve Lohr explains his family's interest in sustainable operations on a tour of the winery. J. Lohr has the largest solar-tracking facility of any ag winery in North America.



Ground-mounted tracking solar panels supply energy to EOS Estate Winery in Paso Robles. The panels along with roof-mounted solar arrays make EOS the largest Central Coast winery to run completely on alternative energy.

## Clautiere Vineyard

Terry Brady and Claudine Blackwell are the creative forces behind Clautiere Vineyard. Brady showed the tour his rooftop system, one of the first solar installations in Paso Robles. It lies flush with the existing roof structure to enhance the aesthetics of the buildings and generates enough electricity during the daytime to power 30 homes.

The system is an integral part of Clautiere's efforts to offset its operations with renewable energy resources. The company also uses a "night air" system in the winery that pulls in cold air from the outdoors whenever the temperature is less than 60 degrees, which is almost every night. This system is also grid connected.

## On/Off the Grid

Pacific Gas & Electric wants those who have installed alternative energy systems to go on the grid; this is part of the system for tax credits. Some systems work off the grid, however, and these can be more complicated. The Conergy tour guide added that tax credits and rebates are more prolific, as you don't have the need to invest further into backup batteries and deal with issues arising when the utility company is working in your area and your utility is turned off. The solar system constantly monitors the grid.

## Projected Savings

In its first year of operation, the J. Lohr "state-of-the-art" tracking technology output is expected to be 1,524,184 kilowatt hours, and anticipated savings are \$216,000. During the next 25 years, J. Lohr will reduce CO<sub>2</sub> emissions by 29,887 tons, according to Conergy projections.

"There [already] is enough variability in our industry—from rainfall and seasonal weather through the winemaking process to consumer preferences," says Steve Lohr. "Our investment in our own energy pro-



Terry Brady (right) discusses the energy-saving solar rooftop and "night air" systems at Clautiere Winery in Paso Robles.



duction reduces our risk in forecasting energy costs. It adds a tidy measure of control."

## Considering Alternative Energy?

The Conergy representative says that solar energy is popular in all parts of the world right now, and world demand surpasses supply. This is due, in part, to an oversupply of copper and steel, which brings down prices and makes solar a buyers' market; projects also are stimulated by rebates and tax credits.

Although California incentives are beginning to taper off and will "step down" in 10 years, you can receive IRS tax credit soon after panel installation. The paybacks come within five to six years and longer, depending on the price of electricity.

In addition to tax credits and solar rebates, PG&E customers with their own solar, wind, cow power and other forms of renewable generation may be eligible for another program that reduces solar costs.

PG&E's Net Energy Metering (NEM) program allows such customers to earn energy credits for excess electric production. NEM offers several different plans in which a specialized meter tracks excess power fed back into PG&E's grid, including one designed for the needs of agricultural customers called Expanded Net Energy Metering. State law does not allow utilities to actually purchase the electricity, but solar customers do get credit at the full retail value and can apply that credit over a 12-month period. In San Luis Obispo County alone, more than 1,000 PG&E customers have their own solar generation and take advantage of the NEM program.

Details are in the pudding, so to speak, and the people who know people in the solar energy worlds are the ones to speak with about your needs and desires to join the green revolution.



## SAVE THE DATE!



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### Eligibility

- Contest is open to any amateur photographer (no photography income) who is a member of a County Farm Bureau in California.
- Young photographers—13 years old or younger and a child of a Farm Bureau member—can enter the Budding Artists category.

### Categories

- Kids & Critters • From Farm to Fork • Budding Artists
- All in a Day's Work on the Farm • Natural Beauty

### Prizes

Grand Prize \$500 • First Place \$250 • Second Place \$100 (each category)  
Ten Budding Artists entries receive "Imagine this... Stories Inspired by Agriculture."

### Entries

Send your photos with a completed entry form attached to Photo Contest, California Farm Bureau Federation, 2300 River Plaza Dr, Sacramento, CA 95833.

### Complete Information

Go to [www.cfbf.com](http://www.cfbf.com) or contact Barbara Arciero at (916) 561-5574 or [barciero@cfbf.com](mailto:barciero@cfbf.com)

## Quarantine Crop Insurance Now Available for Citrus and Avocados

The special attributes that make California the fruit basket of the world, such as crop diversity and ports of entry, also make it vulnerable to devastating effects of imported pests and the quarantine of those pests. After nearly a decade of lobbying by CA Farm Bureau and commodity groups such as the CA Avocado Commission and CA Citrus Mutual, growers now have a tool available to better manage the economic losses that accompany a quarantine event.

The USDA announced June 30 that quarantine crop insurance will be available by endorsement to the CA citrus and avocado crop insurance policy for 2011. This pilot program has been developed to lessen the impact that quarantine has on a grower's operation.

Though several details of the new program have yet to be finalized, key components include coverage for actual production losses, mandated crop destruction or unavoidable deterioration that may occur during the quarantine period. The program will not cover losses due to missed marketing opportunities caused by quar-

antine. To qualify, the insured groves must be within the specified quarantine zone as imposed by USDA (APHIS) or CDFA.

Coverage for the quarantine program will be available in all citrus growing counties in CA, and nearly all avocado growing counties except San Bernardino. This endorsement only is available to growers with federal crop insurance at a coverage level above the minimum catastrophic program.

The deadline to sign up for the 2011 crop year coverage is mid-November. Several grower-education seminars will be held before then at Farm Bureau offices.

Should growers have additional questions about the new quarantine program, a link to the full USDA announcement is available at [www.goldenstatecrop.com](http://www.goldenstatecrop.com) (Latest News heading) or by contacting Golden State Crop & Insurance Services directly at (888) 252-9797.



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# 2009 SLO County Wine Industry Award Honorees

Paso Robles Wine Country Alliance in partnership with the Independent Grape Growers of Paso Robles, the San Luis Obispo Vintners Association and past award recipients announced the 2009 Wine Industry awards in July. Each honoree was nominated and voted on by their peers for leadership in San Luis Obispo County, California's third largest wine region.

## Winemaker of the Year—Austin Hope, Hope Family Wines

A third-generation CA farmer and first-generation winemaker, Austin Hope began working at age 8 in his family's



Austin Hope

Paso Robles vineyards, planted in 1978. Hope earned a fruit science degree at Cal Poly, and gained hands-on experience traveling abroad and working for Chuck Wagner of Caymus Vineyards. He became president and head winemaker of Treana in 1998.

He continues to expand the family business, renamed Hope Family Wines, and pursue his passion to experiment with old- and new-world winemaking

philosophies and techniques that enhance fruit and structure while maintaining quality and varietal correctness.

## Wine Grape Grower of the Year—Tony Domingos, Brave Oak Vineyard

Anthony "Tony" Domingos, a fifth-generation Central Coast resident, earned his B.S. degree in agribusiness management at Cal Poly. He started in



Tony Domingos

vineyards with Hampton Farming Co. in Santa Maria as viticulturist and pest control advisor, and in 1996 moved to Paso Robles to manage Meridian Home Vineyard.

In 2005 he formed Tony Domingos Farming, Inc., where he manages and owns several vineyards and is involved in many local and state organizations. Domingos is a board member of the CA Association of Winegrape Growers (CAWG) and Paso Robles Wine Country Alliance. Last year he raised more than \$10,000 to support the California Mid-State Fair Junior Livestock Auction.

## Wine Industry Person of the Year—Robert Haas, Tablas Creek Vineyard

With a Yale degree, Brooklyn-born Haas joined father Sidney, who owned prestigious wine retailer M. Lehmann, Inc. A trip to France in 1953 ignited his passion for the wine business. Intrigued by a concept he saw in France, Haas was the first to market wine "futures" to Lehmann customers.



Robert Haas

This concept has now become the standard practice for buying Bordeaux wines in the U.S.

In 1973, Haas and wife Barbara moved to Vermont and founded Vineyard Brands, which he grew into one of the nation's largest importers with annual sales of \$65 million. Son Daniel is senior vice president at Vineyard Brands.

Haas became managing partner of Tablas Creek in 1989 and began importing French vines in 1993. The first Tablas Creek wines were made in 1997 and released in 1999.

He and son Jason, Tablas Creek's general manager, promote their wines, educate wine enthusiasts about Rhone-style blends and speak in favor of organic viticulture, minimum-intervention winemaking and wines of terroir and sophistication. He is one of three American members of the Académie Internationale du Vin.

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## San Luis Obispo County Farm Bureau

## Welcome New Members!

David Andrews

Linda Busbea

Kacy Vradenburg

*"The mission of the SLO County Farm Bureau is to lead San Luis Obispo County in the protection, promotion and advocacy of agriculture for the benefit of our members and community."*

FOR MEMBERSHIP INFORMATION, PLEASE CALL  
SAN LUIS OBISPO COUNTY FARM BUREAU  
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# FARM BUREAU BUSINESS MEMBER DIRECTORY

## **Ag Box Company** – Produce Containers

1400 Railroad Avenue, Oceano **489-0377**

**Fax: 489-1497** Warehouse – **473-1160**

1260 W. Main Street, Santa Maria **922-9883**

## **Heather Billings**

*Creates/Updates Farm Plans for the Regional  
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**Phone: 748-6509**

## **Byars Thompson Buchanan Insurance**

935 Riverside Avenue, Suite 7A, Paso Robles

**Phone: 238-5212 Fax: 238-5215**

## **Central Coast Propane**

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6260 Monterey Road, Paso Robles

**Phone: 237-1001 Fax: 467-2423**

## **C&M Nursery**

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898 Morro Bay Boulevard, Morro Bay **772-6800**

1193 Los Osos Valley Road, Los Osos **528-6700**

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933 Huber Street, Grover Beach **543-0180**

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Contacts: Kenneth Bornholdt, Jon Goetz

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