

UNIVERSITY OF CALIFORNIA

Agricultural Issues Center 2000



15TH ANNUAL REPORT

University of California
Agricultural Issues Center
2000



One Shields Avenue
Davis, CA 95616-8514

TELEPHONE
530.752.2320

FAX
530.752.5451

E-MAIL
agissues@ucdavis.edu

INTERNET
<http://aic.ucdavis.edu>

Division of Agriculture
and
Natural Resources

Table of Contents

About the Center	
Director's Message	
Chairman's Message	
Projects and Activities	
Measure of California Agriculture, 2000	
Exotic Pests and Diseases	
Economic and Data Updates	
Agricultural-Urban Connection	
E-Commerce in Agriculture	
Food Security	
Impacts of European Agriculture Policy on Califor	
AIC Website: A New Look	
Additional Activities	
Agricultural Personnel Management Program (APMP)	
Advisory Board	
Associate Directors	
Director	
Staff and Contact Information	
Annual Budget	
Agricultural Issues Center	

About the Center

The University of California Agricultural Issues Center (AIC) is a statewide program of UC Division of Agriculture and Natural Resources (DANR) located on the Davis campus. Established by the UC Regents in 1985, it serves as a forum where crucial trends and policy issues affecting agriculture and interlinked natural and human resources are analyzed and the results made available to both policy makers and those affected by the policies.

The Center consists of a director, several associate directors, a small professional staff, and an advisory board made up of leaders from the agricultural community and the public. The board provides policy guidance and contributes to formation of the issue agenda. Associate directors provide leadership in particular program areas.

Faculty and staff from across the University of California system and representatives from government, industry, and the public participate in selecting issues for study and help design and implement the research. Major projects may involve 50 or more of these experts for a year or longer and lead to large scale conferences and publication of reports. In a real sense, the “staff” of the Center includes all agriculture and resource oriented academic staff of the university.

Since 1999, the UC Agricultural Personnel Management Program (APMP) has been a unit within AIC. The APMP is responsible for applied research and extension education programs related to agricultural labor and personnel issues. Two Cooperative Extension (CE) county advisors and one CE specialist focus exclusively on these issues. Other research and outreach are also closely related to the Program.

Director's Message

This year I want to use the Director's Message to discuss the economic situation for California agriculture, rather than activities at the Center which are described elsewhere in this report.

Whether year 2000 was the first year of the new millennium or the last year of the old, it turned out to be particularly rough for California agriculture. The main problem was low farm prices that affected just about every commodity in the state. Nationally, the response to low prices has been record government payments to producers and record federal outlays on farm subsidies. But those payments go mainly to producers of grains, oilseeds and cotton which, while significant in California, comprise only about 10% of this state's farm revenue.

One of the biggest problems for agriculture is that prices of almost all crops seem to be depressed simultaneously. A year ago there were still a few bright spots such as rice, dairy products, cattle, canning tomatoes and grapes. This year prices of all these except cattle have fallen too. The main question facing California agriculture is: When will this low price period turn around? Two honest answers provide little comfort.

First, the most reliable fix for low prices is bad weather that causes crop supplies to shrink, and weather conditions may differ for different industries. That means we may see price improvements for one crop or group of crops while others stay depressed. It also means that many growers may see prices improve when they have little crop to sell.

Second, we just do not know when farm prices will move up again because, like the weather, they are not yet possible to predict months in advance. That may not seem like a very helpful answer, but it is much better than promising a turnaround when there really is no way to accurately predict one.

But before the outlook seems too depressing, there are some basic facts and notions worth remembering. Those with a historical perspective will understand that we have seen periods of extremely low farm prices before and prices have always risen again sooner or later. The current dip will end too. Prices may not rebound to where they were a few years ago for some commodities, but they will come back so that the most efficient producers can compete.

And that is the bottom line. California agriculture is fundamentally strong and dynamic. This fundamental strength means that the human and natural resources of California agriculture will continue to be employed producing food, fiber, foliage and other farm products and that the industry will continue to make major contributions to the economy of the state and nation. The fundamental dynamism of California agriculture means that as economic conditions change, agriculture will change too. New crops, new technologies, and new relationships will emerge.

So even when prices rebound, there will be no return to the old familiar agricultural economy. There never is.

One role of the Agricultural Issues Center is to help the industry adapt to change, and our plans for 2001 are designed with this in mind. This year we will complete our large exotic pest and disease project, and delve in more detail into policy issues related to exotic weeds. We will also continue to explore farm/urban interfaces, present further analysis of e-commerce, develop more research on winegrape issues, and expand and deepen our work on agricultural personnel management. An ongoing project will measure the impact of pest management research and extension as well as broader University research and extension efforts. In 2001 we have initiated a new study that examines the processing tomato industry “on the competitive edge.” This project will draw on our analysis of EU tomato policy. We are also working with the UC Davis Medical School to investigate the link between health information and fruit and vegetable consumption. Finally, a major project will extend our efforts to analyze the opportunities and challenges created by the new round of multilateral trade negotiations. All of these issues are important for the successful future of California agriculture.

Daniel A. Sumner

Chairman's Message

This is my first contribution to the annual report of the UC Agricultural Issues Center as Chair of its Advisory Board. I take this opportunity to express my gratitude to the members of the Advisory Board who chose me to succeed Bill Allewelt as the Chair.

Bill was Chair of the Agricultural Issues Center Board from its inception in 1985 until the year 2000. He and Center Directors Hal Carter and Dan Sumner have guided the Center's activities. Under their leadership, it has become a respected public policy research center providing objective analysis on matters related to agriculture and natural resources.

The uncertainties in agriculture arising from variable commodity prices, uncertain government programs and increasing globalization have generated an important ongoing debate about future agriculture and natural resources policy. In this circumstance, it is increasingly important that policy deliberations be guided by sound science and thorough analysis of the implications of public policy options. Consequently, the work of the Agricultural Issues Center is more relevant and vital than ever.

The Center's work continues in many important areas related to resource allocation in California. While more acute in this state than in some other regions of the country, these issues will certainly present themselves as considerations in public policy dialogue across the land. Competing demands for water, air and land resources have been a continuing focus of the Center's work. Understanding the implications of proposed policies affecting allocation of these important resources on the continuing viability of California's leading food and fiber production system remains a focal point of the Center's activities. Additionally, heightened concern regarding the availability of skilled labor necessary to support California's agriculture has become a focus of Center activities.

The biggest challenge confronting the Center and its Advisory Board is to determine how the Center's modest resources should be brought to bear upon the numerous issues confronting public and private decision makers in this state and in the nation. I offer my compliments to the staff of the Center and its Director, Dan Sumner, for their successful efforts to optimize the use of the Center's resources.

Daniel M. Dooley

Projects and Activities

During the year 2000, the Center's programs focused on a range of topics—from e-commerce to exotic pests and diseases, from statewide and regional agricultural economies to global wine markets. Center activities included seminars and workshops, research for and production of publications, many public presentations around the state, Agricultural Personnel Management extension work, and substantial upgrading of the Center's website.

The Measure of California Agriculture

A new, totally revised and substantially expanded version of the Center's most popular publication provides an updated portrait of agriculture statewide. *The Measure of California Agriculture, 2000*, 114 pages, gives statistical details on the state's farmers, farms and markets as well as an overview of unifying forces and trends. MOCA 2000 contains sections on farmland conversion, water, chemicals and fertilizer, technology, research and development, exotic pests and diseases, and risk management in addition to basic data on California agriculture. A highlight is the measure of agriculture's contribution to the broader state economy.

A set of hand, "pocket cards" summarizing our major points is also available.

The Measure of California Agriculture, 2000, can be viewed and downloaded, by chapter or in its entirety, from the AIC website. The electronic version will be periodically updated as new data become available.

The Measure of California Agriculture 2000



Nicolai V. Kuminoff
Daniel A. Sumner
George Goldman

UNIVERSITY OF CALIFORNIA AGRICULTURAL ISSUES CENTER

Exotic Pests and Diseases

Several activities of this three-year (1998-2000) Center project, which included 14 multidisciplinary case studies, were wrapped up in 1999 but in-depth economic analyses of specific invasive pests and diseases continue. The results of several case studies were presented at meetings during the year:

- Yellow starthistle case study to the Western Agricultural Economics Association at Vancouver, British Columbia, in June.
- A summary of the ash whitefly and yellow starthistle results to the California Conference on Biological Control II at UC Riverside in July.
- Citrus canker case study to the American Agricultural Economics Association in Tampa, Florida, in August, and with additional material to a USDA conference on risk assessment in Washington, D.C. in December.

An article on the red imported fire ant case study has been submitted to the journal *California Agriculture*. Several other academic articles have been submitted from the project.

A final report to the UC Division of Agriculture and Natural Resources on the three-year project highlighted the important economic choices that face California with each case of an invading pest or disease. These issues arise out of the varied biology of individual pests, which create a large range of threats and

possibilities. Following are some general conclusions of this major Center project.

If an invading pest or disease is detected early enough, eradication may be economically feasible—but eradication costs often rise exponentially as an infestation spreads (citrus canker, red imported fire ant, invasive weeds, exotic Newcastle disease, foot-and-mouth disease).

In some cases, even very costly eradication is the most viable alternative because the costs of infestation would be much larger (Mediterranean fruit fly, bovine spongiform encephalopathy).

In some cases, public control programs are the most effective policy option (ash whitefly, yellow starthistle). In others, private control is appropriate (avocado thrips and mites, rice blast, plant-feeding nematodes).

Even if local economic effects are relatively small, if the invasive pest affects a wide range of crops or a wide area, the cumulative effects—and thus the benefits of control—may be very large (yellow starthistle, red imported fire ant).

How costs and benefits are shared between producers and consumers may depend on external factors such as possible quarantines. In the case of citrus canker, for example, a likely quarantine against California citrus would impact the state's producers but consumers might be better off.

Economic and Data Updates

The latest estimates of California's agricultural exports, generated for the third consecutive year by the Center in partnership with the California Department of Food and Agriculture (CDFA), show that the total 1999 export value dropped well below the previous year, largely because of decreases in export value of a few key commodities including cotton, oranges and almonds. Details are provided on the Center's website and in an AIC Issues Brief: *California's 1999 International Agricultural Exports*.

California's organic farming industry, although relatively small (about six-tenths of 1% of gross agricultural sales), is showing dramatic growth, according to a Center publication update. *Statistical Review of California's Organic Agriculture, 1992-1998*, adds three more years of data to a previous Center report. Derived from CDFA registration forms, the statistics show that gross sales of organic agricultural products grew about 15% annually during the six-year period. The authors are Karen Klonsky of the UCD Department of Agricultural and Resource Economics and Laura Torte, UC Cooperative Extension director in Santa Cruz county.

Global trends in wine markets and the potential economic impact of the spread of plant diseases were among topics of the Center's third annual Winegrape Outlook Workshop in October. The workshop

featured speakers from France, Germany, and Pennsylvania State University as well as from UC Davis and UC Berkeley.

A Center-sponsored economic study demonstrated the payoff of a unique approach to air pollution control in the California rice industry—trading of transferable rice straw burn credits. Reported in an AIC Issues Brief (*The Value of Tradable Credits for Rice Straw Burning*), the study concluded that the state-mandated phasedown of rice straw burning cost the rice industry about \$28.8 million between 1992 and 1998, but that the cost would have been about \$5 million higher if growers had not been allowed to buy and sell burn credits. A forthcoming article in *California Agriculture* summarizes these results.

The complexities of expanding government-backed agricultural insurance programs to California's high-value crops, especially fresh fruits and vegetables, were examined in reports to the Western Growers Association (Hyunok Lee, UCD agricultural economist) and the USDA Risk Management Agency (Corinne Alexander and Nick Kuminoff, UCD graduate students). The chances of a payoff from insurance are lessened in such crops as citrus and broccoli because, among other factors, lower yields commonly result in higher prices. Historically, a 10% drop in market quantity of citrus raises the market price by 6%.

Agricultural-Urban Connection

A statistical description of agriculture in the Sacramento Region and the economic and policy trends that are shaping its future resulted from one Center project during the year. The report *Agriculture in the Sacramento Region: Trends and Prospects*, 54 pages, was designed for planners and all others interested in the fate of agriculture and open space surrounding rapidly-expanding metropolitan Sacramento. For six counties (El Dorado, Placer, Sacramento, Sutter, Yolo and Yuba), the publication describes commodities and farm production values, farm commodity export markets, farmland and land use trends, farmland protection policies, and insights and opinions on farmland and open space. The report was initiated by a workshop in February co-sponsored by the Center and the Green Valley Initiative, a coalition of business, agricultural and environmental interests.

This was the first complete Center report to be simultaneously published on paper and electronically on our website. The website version includes individual county farmland conversion maps in color.

A new Center publication in the California Farmland and Open Space Policy Series focused on a central question in farmland conservation: What motivates owners to give up their development rights? The result of intensive interviews with 46 farmland owners in Marin, Sonoma and Yolo counties, the 50-page report is titled

California Farmers and Conservation Easements: Motivations, Experiences and Perceptions in Three Counties. Included are viewpoints of both those who had sold their development rights and those who had bought land with easements in place.

Testifying before the USDA Policy Advisory Committee on Farmland Protection, Alvin D. Sokolow, Center associate director, said the problem of farmland conservation must be tackled primarily at the local and state levels, but the federal government could help by (1) modestly increasing funding of the Farmland Protection Program to leverage large amounts of state and local money, and (2) providing information on minimizing conflict and new economic opportunities for farmers on the ag-urban fringe. Certain federal statistical procedures in reporting on farmland conversion and urbanization need improvement, he added.

E-Commerce in Agriculture

Food marketing in the new environment of dot.coms and the Internet was the theme of the annual Executive Seminar on December 4 in Sacramento, co-sponsored by the Agricultural Issues Center and the Center for Cooperatives. The program included academic experts and business leaders from both the dot.com world and traditional industries. The keynote luncheon speaker was Ann Veneman who

is now United States Secretary of Agriculture. Secretary Veneman spoke on the importance of technological innovation in agriculture and responded to questions about the role of government in e-commerce.

Speakers focused on emerging patterns of agricultural e-commerce, its benefits (“more accessible and improved information as well as lower costs”), barriers to adoption such as disruption of established business relationships, and issues such as potential government regulation. One growth area in agricultural e-commerce is the integration of multiple transactions, including shipping, certification and insurance along with purchases.

E-commerce in agriculture also was the topic of an Issues Brief by Rolf A.E. Mueller, professor at the University of Kiel, Germany, who is a Center collaborator on issues of Internet use by farmers and agribusiness. *Emergent E-Commerce in Agriculture* considers agriculture’s readiness for the new approaches, current applications (lower transaction costs, market intermediaries, integrated services, support services), and the future outlook.

Food Security

AIC co-sponsored a session on food security at the American Association for the Advancement of Science meeting in Washington, D.C. in February. Speakers included economics professor D.Gale

Johnson, University of Chicago; agronomy professor Shu Geng, UC Davis; law professor John Barton, Stanford University; plant scientist Fred Bliss, Seminis, Inc.; agronomist Dennis Keeney, Iowa State University; Ronald Cantrell, director general, International Rice Research Institute; economics professor Scott Rozelle, UC Davis; and AIC director Daniel Sumner.

In February, about 100 scientists, students and others heard Per Pinstup-Andersen, director of the International Food Policy Research Institute, highlight the role of agricultural research in dealing with problems of food and income distribution in less-developed nations. AIC co-sponsored the event at UC Davis.

In August, AIC co-sponsored a food security policy “learning workshop” designed for professionals in less-developed countries and others with relevant policy interests and responsibilities. The workshop was held in conjunction with the conference of the International Association of Agricultural Economists in Berlin, Germany. Center director Sumner organized the workshop and spoke on food security and agricultural trade. AIC associate director Julian Alston presented his perspective on the contributions of agricultural research and development to food security. These and other presentations as well as related material may be found on the Center website.

Impacts of European Agriculture Policy on California

The Center has several on-going activities related to trade policy and negotiations. Among them is a major study of European farm policy. We have enlisted the aid of experts from France, Belgium and Italy to help assess how U.S. and EU policy affect the market for California produce. Among the topics considered at a workshop in August were grain trade and direct payment programs, EU dairy quota, and the role of phytosanitary and sanitary measures in the EU.

Another effort focuses specifically on EU policy for processing tomatoes. Preliminary results of this study were presented at the Western Economics Association meeting in June.

The final report on the tomato project will consider EU trade barriers for processed tomato products and the role of the EU domestic subsidies. The domestic subsidy program was changed after the year 2000 harvest, and our study will be the first to analyze the new EU program.

AIC Website: A New Look

The Center's website was redesigned during the year to make it more informative and user-friendly.

Newsletters, Issues Briefs, upcoming events, and information about the associate directors continues to be posted. In addition, a new website area, "Online Publications and Data" now provides access to Center publications which are being released in electronic .pdf format as well as in traditional paper form. (Example: *The Measure of California Agriculture, 2000*.) In this part of the website, we are also posting detailed material supporting our publications which is not available otherwise. For example, the webpage for California's agricultural exports contains large data sets that have been summarized in Issues Briefs, but are available in their entirety only online.

Another website area, "Research Working Papers," has grown substantially. It provides research papers, reports and presentations that offer more detailed and technical analysis of important topics. This material is provided by AIC associate directors, AIC staff, and researchers from other universities and government agencies. Recent additions include information on food security, exotic pests and diseases, the winegrape industry, and e-commerce.

We have now grouped all of our material by subject area as well as format. Starting from the AIC homepage (<http://aic.ucdavis.edu>), everything on the

website can be accessed through these research areas:

- Agricultural Policy
- Commodities and Markets
- Exotic Pests and Diseases
- Food Security
- Agricultural Personnel and Hired Farm Labor
- International Trade
- Land Use and Farmland Conversion
- Natural Resources and the Environment
- Organic Agriculture
- Science and Technology
- Risk Management

Additional Activities

The scope of the Center's work also shows in these additional activities during the year:

- At a luncheon and symposium, Nobel prize-winning economist Gary S. Becker of the University of Chicago talked on the relationship throughout the world between social status and distribution of income.
- Agricultural scientists from North Korea visited the UC Davis campus for only the second time in recent years, with the Center making campus arrangements and hosting a dinner meeting.
- At a Center-sponsored workshop, an insider's look at key federal farm policy issues was provided by Dr. Mechel Paggi, director of the Commission on 21st Century Production Agriculture, which was drafting its final report to Congress and the White House.
- Dr. Joseph Glauber, Deputy Chief Economist at USDA, joined members of the AIC Advisory Board, soon-to-be named USDA Secretary, Ann Veneman, and other supporters at an annual dinner on agricultural issues. Glauber reviewed the crisis in farm prices and federal responses, including trade policy.
- Divergent views about biotechnology in agriculture and its public policy implications were the theme of a seminar for state professionals and university researchers co-sponsored by the Center and the UC Sustainable Agriculture, Research and Education Program (SAREP).

Agricultural Personnel Management Program (APMP)

Farm employers benefit from relevant information on two aspects of personnel management: (1) employment-related regulations and pesticide and motor safety instruction and (2) farm supervision skills such as hiring practices and conflict management. Conducting these programs, multi-county based but with statewide relevance, are Steve Sutter (Fresno, Kings, Madera and Tulare) and Gregory Billikipf-Encina (San Joaquin, Stanislaus and Merced).

Current developments in regulations and requirements are delivered through meetings, phone calls, electronic messages (Ag-busnet), and the free APMP Newsletter. Continuing issues include wage and safety law compliance, immigration compliance and programs, pesticide safety training for trainers, other pesticide safety regulations, farm labor contracting licensing and liability, farm worker housing and, most recently, farm worker transportation.

During the year, a new electronic newsletter (Ag-busnet) was developed, giving farmers and other agribusiness professionals access to the latest information on agricultural labor laws, payroll tax filing, services for employers and farm workers, and proposed and enacted agricultural labor legislation. Ag-busnet extends and supplements the APMP

Newsletter, a Cooperative Extension publication mailed statewide.

New farm worker safety regulations, among other measures, require that drivers of farm worker transportation vehicles have special licensing and certification, including prescribed hours of instruction conducted by state-certified instructors. However, there is a shortage of certified instructors, especially in the Central Valley. With encouragement from APMP, the California Department of Education has modified its three-week school bus and farm labor vehicle driver instructor program to a one-week course specific to farm labor vehicle operation.

A video training tool in both English and Spanish titled "Farm Labor Bus Inspection" was produced and completed through UC's ANR Communication Services in cooperation with the Department of Education, California Highway Patrol, and D'Arrigo Brothers Company.

Meetings, consultations, newsletters and trade journal articles provided information during the year on topics such as employee selection, conflict management, performance appraisal, meeting management, employee discipline, power and abuse of authority, incentive pay, sick leave and others. A major effort has been to update the APMP website book on agricultural

personnel management, readying it for a second edition. A new chapter deals with negotiation skills. The book is also being prepared in Spanish.

Trade journal articles dealt with farm labor issues such as conflict management and resolution, performance appraisal, job termination (“Firing with Dignity”) and working with interpreters. Primary audiences were dairymen and fruit-and-nut growers.

In conflict management, a focus of research has been on the use of a pre-caucus, a meeting before stakeholders enter a joint session with stakeholders and the mediator.

Advisory Board

William F. Allewelt, Jr., Vice Chair

Allewelt is president emeritus of Tri-Valley Growers and was chair of the UC Agricultural Issues Center Advisory Board from its beginning in 1985 through April of 2000. He is a native Sacramentan, attending UC Davis before graduating in agricultural economics at UC Berkeley. His career in food processing began with appointment as general manager of Turlock Cooperative Growers which later merged to form Tri-Valley Growers. Active in industry affairs and volunteer activities with public higher education, he served on the founding board of CoBank and as chair of the Commission on Agriculture and Higher Education.

Karen Caplan

Caplan is president and CEO of Los Angeles-based Frieda's Inc. The daughter of entrepreneur Frieda Caplan, she has grown the corporation to an annual sales level exceeding \$35 million, pioneering in quality control and merchandising of exotic fruit and vegetable products. A leader in the produce industry, she was the first female president of the Fresh Produce Council. She has served on the boards of the UC Davis Institute of Governmental Affairs and the UCD Cal Aggie Alumni Association. She earned her BS degree in agricultural economics and business management at UC Davis.

Dan Dooley, Chair

Dooley's law firm represents many agricultural and water interests in San Joaquin Valley including public irrigation and water districts, private ditch companies, river associations, joint powers authorities, and farmers. His firm also provides services on environmental insurance coverage litigation. Previously, Dooley served as chief deputy director of the California Department of Food and Agriculture and as chair of the California Water Commission. He is Chair of the National Council for Agricultural Research, Extension, and Teaching and serves on the Special Trade Representative's Agricultural Technical Advisory Committee for Trade for Cotton. He is immediate past president of the Visalia Chamber of Commerce as well as a member of the board of trustees of the Valley Children's Hospital. Dooley was recipient of the UC Davis College of Agricultural and Environmental Sciences Award of Distinction for year 2000.

Ralph Grossi

Grossi, currently president of the American Farmland Trust, is a third-generation Marin County farmer. He graduated from California Polytechnic State University and is managing partner of Marindale Ranch, a family partnership of registered Holstein dairy cattle and Black Angus specialty beef. He was founder and chair of the Marin Agricultural Land Trust, a member of the California Agricultural Water Problems Advisory Committee, and president of Marin County Farm Bureau. He also serves on the Charles Valentine Riley Memorial Foundation, the California Polytechnic State University Advisory Board, the Yale Forest Forum, and is co-chair of the National Environmental Awards Council.

Betsy Marchand

Marchand served six terms on the Yolo County Board of Supervisors. Her special interests and activities include water and transportation issues, criminal justice, health care, and mental health care. Currently, she is special program coordinator for the Yolo County Flood Control and Water Conservation District. She is also tribal gaming commissioner for the Rumsey Rancheria and director of government relations for the FamiliesFirst, Inc. organization. A member of a pioneer California family, she received a B.A. from Pomona College (Phi Beta Kappa) and an M.A. degree from Vanderbilt University, where she studied as a Ford Foundation Fellow. Mrs. Marchand has taught high school English and social studies in both Southern California and Northern California.

Milenda Meders

A native Californian and a lifelong rancher, Meders manages a family field/row crop and almond operation and, with her husband, a cow-calf operation in the Central Valley. She graduated from California State University, Fresno, after majoring in dairy husbandry with minors in biology and journalism. She is active in numerous farm and community organizations and advisory groups, is director of the Madera County Cattlemen's Association, and has been livestock director of the Chowchilla County Fair and a board member of the Chowchilla Water District. A founder of Friends of Agricultural Extension, she continues to lead this nonpolitical support group.

Jack Pandol

Pandol, a producer of table grapes, founded Grapery in 1996. Pandol served as under secretary of the California Environmental Protection Agency (Cal-EPA) between November 1993 and June 1996. He has traveled extensively throughout the world representing California agricultural products. He is a member of various boards and advisory groups, including the UCD Sustainable Agriculture Public Advisory Board. He received his B.S. degree in plant sciences at UC Davis in 1976.

Henry Schacht

An agricultural consultant and writer, Schacht graduated from UC Berkeley and began his career with the news media. He was director of agriculture for NBC and ABC in San Francisco where his morning broadcast was recognized as among the nation's leading farm programs. He is probably best known for his twice-weekly Farm Reporter column which appeared for many years in the *San Francisco Chronicle*. He has had broad international experience in agriculture, including special assignments on behalf of the U.N. Food and Agricultural Organization and service as a member of the Agricultural Policy Advisory Committee during the Tokyo Round of international trade negotiations.

Terry Scranton

Terry Scranton enjoyed a 31 year career with Bank of America, retiring in 1999 as Executive Vice President of Commercial Banking in California and the executive responsible for the bank's national agribusiness discipline. He currently serves on the Dean's Advisory Board for the UC Davis School of Agriculture and Environmental Sciences and as a founding board member of the Great Valley Center. Terry is also a part-time instructor at California State University, Fresno, in the School of Agriculture's Agricultural Economics Department and is a baseball coach at Reedley College.

Brenda Jahns Southwick

Jahns Southwick began her professional career as a legal counsel and legislative advocate for the Bureau of Reclamation in Washington, DC. She developed water law as her specialty. She transferred to California where she continued her work in water law, also drafting federal legislation on California water issues. She spent several years developing a water specialty for the law firms of Landels, Ripley, and Diamond and for Nossaman, Guthner,

Knox and Elliott. Prior to joining the California Farm Bureau Federation's Legal Division where she works on water issues in the Department of Environmental Advocacy, she was a deputy attorney general for the State of California.

Dorcas Thille

Owner/operator of J.K. Thille farm and a fourth generation farmer, Dorcas Thille grows avocados, lemons and vegetable/flower seeds in Ventura County. She serves as a board member of the Calavo Avocado Marketing Cooperative and the Saticoy Lemon Cooperative, as president of a local water commission board, and has been on the advisory board of the Hansen Trust since its inception in 1993. She is a member of UC President Atkinson's Advisory Commission on Agriculture.

Richard Zacky

Zacky is director of purchasing and is legislative liaison for Zacky Farms. Zacky received his B.S. degree in poultry science from California Polytechnic University, San Luis Obispo. He is presently involved in many outside activities which include executive committee and past president for the California Poultry Industry Federation, director of Pacific Egg and Poultry Association Foundation Board, and Fresno Animal Science Advisory Board.

Associate Directors

Science and Technology

Julian M. Alston, Professor, Agricultural and Resource Economics Department, UC Davis

Since 1988, Alston has taught graduate and undergraduate classes in micro-economic theory and the analysis of agricultural policies and markets. Before that, he was chief economist in the Department of Agriculture in Victoria, Australia. His experience in public policy analysis and advice, and in administration of a large scientific organization, have shaped his research interests in the analysis of agricultural markets and public policies concerning agriculture, including that of research and development.

International Trade

Colin A. Carter, Professor, Agricultural and Resource Economics Department, UC Davis

During his 15 years at Davis, Carter's research has related to agricultural policy and trade, with a focus on grain markets in the Pacific Rim. Before that, he was a professor at the University of Manitoba, Canada. Among many other topics in agricultural economics, he has written extensively on state trading enterprises in grains, and has studied the internal grain economy of China and China's participation in the international market.

Resources and Environment

Keith C. Knapp, Professor, Environmental Sciences Department, UC Riverside

At the Riverside campus since 1980, Knapp teaches resource and environmental economics. His current research interests are economics of natural resource use and environmental quality as related to irrigated agriculture, with emphasis on water management. He has conducted research on salinity and drainage problems in the San Joaquin Valley, on renewable resource management with an emphasis on groundwater, on agricultural markets (grain reserves and perennial crops), and the implications of exhaustible resources for economic growth.

Rural-Urban Issues

Alvin D. Sokolow, Extension Public Policy Specialist, Human and Community Development Department, UC Davis

Formerly a professor of political science at Davis for 27 years, Sokolow's research and extension activities deal with issues and processes of community and state governance. His current emphasis is land use policy and state/local public finance. A key participant in AIC projects since 1989, he is editor of the Center's publication series *California Farmland and Open Space Policy*.

Agribusiness Issues

Jerome B. Siebert, Economist,
Agricultural and Resource Economics
Department, UC Berkeley

Formerly Director of UC Cooperative Extension, Siebert has held positions in both business and government, and was special assistant to four U.S. Secretaries of Agriculture. His current research and extension activities involve agricultural policy, in particular the use of market mechanisms to evaluate the potential economic effects of changes in public policy, and the role of technology in California agriculture, including changes needed in industry and research institutions to facilitate the development and application of agricultural biotechnology.

Director

Daniel A. Sumner

Director of the University of California Agricultural Issues Center since 1997, and the Agricultural Personnel Management Program since 1999, Daniel Sumner has also been the the Frank H. Buck, Jr., Professor in the Department of Agricultural and Resource Economics at the University of California, Davis since January, 1993.

Sumner teaches courses in micro-economics and agricultural policy and his research focuses on policy issues of importance to agriculture. He received a B.S. from California Polytechnic State University, San Luis Obispo, an M.A. from Michigan State and a Ph.D. from the University of Chicago.

From 1978 to 1992, Sumner was a professor in the Division of Economics and Business at North Carolina State University. He spent much of the period after 1986 on leave for government service in Washington, D.C. During this time, he was a Senior Economist on the President's Council of Economic Advisers, and Assistant Secretary for Economics at USDA.

Staff and Contact Information

Daniel A. Sumner
Director
530 752 2320
dasumner@ucdavis.edu

AIC

Ray Coppock
Communications Specialist
530 752 1693

Sandy Fisher
Administrative Specialist
530 752 1520
slfisher@ucdavis.edu

Karen Jetter
Post Doctoral Researcher
530 754 8756
jetter@primal.ucdavis.edu

Marcia Kreith
Program Analyst
530 752 8670
mtkreith@ucdavis.edu

Nicolai V. Kuminoff
Staff Research Associate
530 752 2388
nvkuminoff@ucdavis.edu

Melissa Rose
Business Manager
530 752 5355
mbrose@ucdavis.edu

Laurie Treacher
Administrative Assistant
530 752 2320
latreacher@ucdavis.edu

APMP

Gregorio Billikopf-Encina
Agricultural Labor Management
Farm Advisor
209 525 6800
gebillikopf@ucdavis.edu

Yolanda Murillo
Administrative Assistant
559 456 7285
cefresno@ucdavis.edu

Elizabeth Resendez
Administrative Assistant
209 525 6800
eresendez@ucdavis.edu

Howard R. Rosenberg
Extension Labor Management
Specialist
510 642 7103
howardr@are.berkeley.edu

Stephen R. Sutter
Personnel Management
Farm Advisor
559 456 7560
srsutter@ucdavis.edu

Agricultural Issues Center 2000 Annual Budget

***Continuing Multi-Year Grants and Contracts**

California League of Food Processors

Effects of a European Union Policy on California's
Processed Tomato Industry

UC Division of Agriculture and Natural Resources

Valuing DANR Research and Extension Programs

International Food Policy Research Institute

Intellectual Property Protection and the CGIAR System

Agricultural Personnel Management Program 1999-2000 Base Budget Allocations

Income

Filled Academic Positions

Open Academic Positions

Support Staff Positions

Supplies/Expenses/Other

Total