Presented by the California Chapter of the American Society of Farm Managers & Rural Appraisers and the University of California Agricultural Issues Center.

www.calasfmra.com
The California Chapter of the American Society of Farm Managers and Rural Appraisers (ASFMA) and the University of California Agricultural Issues Center are very pleased to co-sponsor this year’s Spring Ag Outlook Forum. This event will provide vital information for farm and agricultural business managers and professionals, government and organization representatives and others with an interest in California agriculture.

The annual Spring Ag Outlook Forum focuses on key issues facing California agriculture. This one-day conference provides an environment to discuss challenges and opportunities facing California agriculture – from input suppliers through farm producers and on to marketers. An overview on the outlook for agriculture in California followed by presentations covering global issues (retailing trends and China’s agriculture) and domestic issues (farm costs and farm labor) highlight the agenda. Drafts of presentations and other background material will be provided to all participants. The California Chapter’s signature publication, Trends in Agricultural Land & Lease Values, will be presented and distributed.

This year, we are pleased to introduce a new feature to the popular education and business sessions. On the afternoon preceding the conference, special tours of several of the research and technology facilities at the University of California, Davis have been arranged that we know you will find quite interesting. Following the tours, everyone is invited to the annual California Classic Barbecue at the Hopland Ag History Center in Woodland.

Please plan to join us to renew acquaintances and participate in an informative discussion on challenges and opportunities for California agriculture.

Charles McElligott, ARA
Chairperson, 2003 Spring Meeting
Dr. Daniel A. Sumner
Director, University of California Agricultural Issues Center

CONFERENCE SCHEDULE

Thursday, April 24, 2003
1:30 - 4:30 p.m.
University of California, Davis
College of Agricultural and Environmental Sciences (CAAES)

A new feature of this year’s Spring Meeting will be tours of the research activities currently taking place on the UC, Davis campus involving biotechnology and precision farming.

- Biotechnology tour of the CAAES Ralph M. Parson Foundation Plant Transformation Facility and the CAAES Genomics Facility. Laboratory visits will include information on research currently being conducted in the areas of plant transformation and genetics and the resources being utilized to improve plant performance.

- Machine Systems Engineering will share current developments relating to precision agriculture that optimizes crop inputs while minimizing environmental concerns. Specifically, GPS and comparison sensor devices will be discussed and demonstrated.

Tour will be limited to the first 80 registrants. Participants will be bussed from the DoubleTree Hotel to UC, Davis and then on to the Hopland Ag History Center for the evening barbecue. No personal cars will be allowed on the tour.

5:00 - 9:00 p.m.
California Classic Barbecue & Scholarship Auction
Hopland Ag History Center – Woodland
(Bus transportation will be available from the DoubleTree Hotel).

Friday, April 25, 2003
7:00 - 7:15 Registration and Breakfast
7:45 - 8:00 Welcome and Introductions – Erik C. Roget, ARA, California Chapter, ASFMA President
Dr. Charles McElligott, ARA – Conference Chairman
8:00 - 9:00 Challenges and Opportunities for California Agriculture: A Review of Some Driving Forces
Dr. Daniel A. Sumner
Director, University of California Agricultural Issues Center
Frank H. Buck, Jr. Professor, Department of Agricultural and Resource Economics - University of California, Davis
California agriculture has been facing tough economic times for several years. The problems have affected many commodities and most segments of the industry. Dr. Sumner will review this recent history and then move to highlighting important drivers that affect the future of agriculture, including international competition, exchange rates and trade negotiations, farm labor issues, subsidy policy, farm costs and others. This discussion will also highlight some of the in-depth presentations to follow.

9:00 - 10:00

Facing China: Competitor or Customer for California Agriculture
Dr. Scott D. Rozelle
Department of Agricultural and Resource Economics Professor / University of California, Davis
China’s huge potential as a competitor and customer for California agriculture is now being experienced in some industries and the biggest impacts are yet to come. An insider’s guide to what China can do best, where its potential is greatest and what opportunities it may present will give participants information and insights they can use. China is now a full member of the agricultural trading community and its role is evolving quickly. This talk brings up to date analysis based on the most extensive data available comparing California and Chinese agriculture.

10:00 - 10:15 Break

10:15 - 11:00
Global Retailers Enhance the Effects of Food Industry Globalization: Get Ready!
Dr. Roberta Cook
Extension Marketing Economist, Department of Agricultural and Resource Economics - University of California, Davis
Retail consolidation has meant fewer, larger buyers in Europe, the U.S. and elsewhere. In addition, Wal-Mart and many European and Asian retailers have expanded their international reach, establishing stores on several continents. Although an increasing number of chains have international presence there processes (purchasing) have not been centralized globally.

11:00 - 11:45 Trends in the Cost of Production for California Agriculture
Dr. Karen Klonsky
Extension Specialist, Department of Agricultural and Resource Economics - University of California, Davis
The methodology behind the cost and return studies developed by the University of California will be explained. The studies will then be used to identify overall cost trends in the major commodity groups and trends in cost categories including labor, equipment, pesticides, and interest on loans. Finally, the use and misuse of the cost and return studies for decision-making will be explored.

11:45 - 1:00 Lunch

1:00 - 2:30 Landeorn – Presentation of Distinguished Agriculturalist of the Year Award

Farm Labor and the Future of California Agriculture Panelists:
Dr. Bert Mason – Professor of Agricultural Economics / California State University, Fresno
Dr. Phillip Martin – Agricultural and Resource Economics Professor / University of California, Davis
Roslinda Guillen – National Vice President / United Farm Workers

This panel features discussion of vital issues for California farm labor and agriculture more broadly. The discussion begins with consideration of immigration issues including how economic and demographic trends in Mexico and California as well as US immigration policy are likely to affect farm labor supply and availability in California. Several policy initiatives in Sacramento have captured attention recently. The panel will assess farm labor policy issues and trends in California and implications for the future. Finally, agricultural labor relations will be reviewed from a farm worker union perspective. This will include areas where farm worker unions and farmers have common interests as well as where views may differ.

Break

Presentation of 2003 Trends in Agricultural Land and Lease Values

REGIONAL SUBCOMMITTEE CHAIRPERSONS:

Region 1 – Sacramento & Intermountain Valleys
Russell Cremer – Corner Agreements Service, Sacramento
Region 2 – North Coast
Dave Lehman, ARA – Pacific Coast Appraisal Service, Ukiah
Region 3 – Northern San Joaquin Valley
Randall H. Edwards, ARA – Edwards & Liner, Salinas
Region 4 – Central San Joaquin Valley
Richard M. Bambauer, ARA – Bambauer AgLand Appraisal, Fresno
Region 5 – Southern San Joaquin Valley
Steve Runyan, ARA – Runyan Appraisal Service, Bakersfield
Region 6 – Central & South Coast
R. Anthony Brigantino, ARA / Appraisers & Consulting, Salinas
Region 7 – Southern Inland Valleys
Coleman Anderson – American Appraisal, Ontario
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Dr. Daniel A. Sunner, Director, University of California Agricultural Issues

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Break

Presentation of 2003 Trends in Agricultural Land and Lease Values

REGIONAL SUBCOMMITTEE CHAIRPERSONS:
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Russell Creamer – Creamer Agaponeau Services, Sacramento

Region 2 – North Coast
Dave Lehman, ARA – Pacific Crop Appraisal Service, Ukiah
Region 3 – Northern San Joaquin Valley
Randall H. Edwards, ARA – Edwards & Lien, Fresno
Region 4 – Central San Joaquin Valley
Richard M. Bambauer, ARA – Bambauer Agaponeau, Fresno
Region 5 – Southern San Joaquin Valley
Steve Runyan, ARA – Runyan Appraisal Service, Bakersfield
Region 6 – Central & South Coast
R. Anthony Bentzinger, Bentzinger & Company, Salinas
Region 7 – Southern Inland Valleys
Coleman Anderson – American Appraisal, Ontario

CHARLES MEGILLYTT, ARA
Chairperson,
2003 Spring Meeting

Dr. Daniel Sunner
Director, University of California Agricultural Issues Center

REGIONS: Region 1 – Sacramento & Intermountain Valleys
Region 2 – North Coast
Region 3 – Northern San Joaquin Valley
Region 4 – Central San Joaquin Valley
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Region 6 – Central & South Coast
Region 7 – Southern Inland Valleys

A new feature of this year’s Spring Meeting will be tours of the research activities currently taking place on the UC, Davis campus involving biotechnology and precision farming.
The California Chapter, ASFMA is pleased to present the 2003 Distinguished Agriculturalist Award to Bill Jones, a leader in California agriculture.

With a desire to serve the public Bill Jones embarked on his political career 30 years ago as the Student Body President at Fresno State University. After graduating in 1971 with a degree in Agribusiness he returned to his family’s Westside family farm operation where he grew cotton and tomatoes and raised beef cattle. He also served as a Director for the Federal Land Bank during this time.

In 1982, he was elected to the State Assembly and served 12 years. During this time he received national acclaim for authoring California’s “Three Strikes and You’re Out” law, the nation’s toughest anti-crime legislation that has helped bring crime to a 35 year low in California. He also introduced critical food safety legislation as well as co-chaired Proposition 204 - the Safe and Reliable Water Act. During his tenure in the Assembly he held notable positions such as Vice Chairman of the Assembly Agriculture Caucus, Chairman of the Assembly Rural Caucus and Republican Leader of the Assembly.

In 1994, Bill was elected to the first of two terms to serve as Secretary of State of California. He received unanimous endorsements from every major California newspaper. His accomplishments in voter outreach programs, especially to minority populations and young people, are a testament to his goal of reaching all voters and have become a standard in the nation. During his two terms as Secretary of State, Bill modernized the processes of the Secretary of State’s office and turned the office into one of, if not the most, efficient government offices in the country.

In 2003, Bill returns to private life with a desire to remain involved in his family farming operation and is planning a new business venture in renewable energy. He is also involved in strategic consulting in the area he has gained expertise over his years of public service. He plans on spending more time in Fresno and with his wife Maurine, daughters Wendy and Andrea, son-in-law Ryan Turner and his two grandchildren Lauren and Luke Turner.

Wednesday, April 23

M12/C12 – Standards and Ethics for Managers/Ethics for Agricultural Consultants

Instructor: Tom Boyer, AFM, ARA, CAC
Registration: 7:30 a.m. to 8:00 a.m.
Class: 8:00 a.m. to 6:00 p.m.
Cost: ASFMA & ASAC Members $200
Non-Members $250
(Lunch, break refreshments and site fee included)

This course is a hybrid of the Managers and Consulting discipline standards and ethics. It will describe and illustrate those standards of Practice which professional farm and ranch managers and agricultural consultants are expected to provide to their clients. Examples of proper communication, written contracts, sound management and consulting practice, and proper conduct are discussed. One-half of the course will be devoted to the Standards for both disciplines. The remaining one-half will be a review of the Ethics of the ASFMRA and ASAC and a review of standards of professional practice in a case study environment. Extensive use of actual case studies and student interaction will be encouraged. The course is designed as both an introductory course for aspiring members and a review for current members. (8 hours plus 1 hour exam).

Thursday, April 24

A22 Part III – Revisions and Updates to USPAP

Instructor: Katherine Coleman, MAI, SRA
Registration: 7:30 a.m. to 8:00 a.m.
Class: 8:00 a.m. to 5:00 p.m.
Cost: ASFMA & ASAC Members $160
Non-Members $210
(Lunch, break refreshments and site fee included)

This constantly evolving seminar keeps appraisers up-to-date with the latest revisions and changes to the Uniformed Standard of Professional Appraisal Practice (USPAP) as adopted by the Appraisal Standards Board (ASB). During the morning session, USPAP changes recently adopted by the ASB will be discussed. In the afternoon session, students will be afforded the opportunity to apply this information by case study, critique, and discussion of an agricultural appraisal report. (8 hours).

Accredited Designations

The American Society grants accredited designations to members who meet specific requirements in experience, education, ethical and performance standards in their respective field.

ARA    Accredited Rural Appraiser
RPRA    Real Property Review Appraiser
AFM    Accredited Farm Manager
CAC    Certified Agricultural Consultant

Continuing Education

The 2002 Spring Ag Outlook Forum has been approved for 6.5 hours of Continuing Education Credit with ASFMRA. Tours are approved for 2.5 hours. OREA approval is pending.
2003 DISTINGUISHED CALIFORNIA AGRICULTURALIST

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With a desire to serve the public Bill Jones embarked on his political career 30 years ago as the Student Body President at Fresno State University. After graduating in 1971 with a degree in Agribusiness he returned to his family’s Westside family farm operation where he grew cotton and tomatoes and raised beef cattle. He also served as a Director for the Federal Land Bank during this time.

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In 2003, Bill returns to private life with a desire to remain involved in his family farming operation and is planning a new business venture in renewable energy. He is also involved in strategic consulting in the area he has gained expertise over his years of public service. He plans on spending more time in Fresno and with his family.

Previous Recipients

1985 Walter Minger / Senior Vice President, Agribusiness, Bank of America
1986 George L. (Sam) Stein / President, CalCoit, Ltd.
1987 Clare Berryhill / Director, California Department of Food & Agriculture
1988 Daryl Arnold / President, Western Grower’s Assoc.
1989 Henry Schacht / Columnist, San Francisco Chronicle
1990 Howard P. Marquez / President, Sun World International, Inc.
1991 Dr. Charles E. Hess / Dean, College of Agriculture & Environmental Sciences, University of California, Davis
1992 Dean Brown / Chairman Emeritus, Agricultural Education Foundation
1993 John Lacy / President, California Cattlemen’s Association
1994 Richard E. Lyg / Director, California Department of Food & Agriculture and Secretary of Agriculture
1995 Robert Mondavi / Founder, Chairman of the Board, Robert Mondavi Winery
1996 John L. (Jack) Woolf / San Joaquin Valley Agricultural Leader & Businessman
1997 John C. Harris / President, Harris Farms, Inc.
1998 David L. Moore / President & CEO, Western Growers Association
1999 Ellington Peak / Owner & Manager, Shasta Livestock Auction Yard
2001 Brad Lange / Owner & Partner, Lange Twins, Inc.
2002 Deran Koligian / Fresno County Board of Supervisors

Class: 8:00 a.m. to 6:00 p.m.
Cost: ASFMPRA & ASAC Members $220
Non-Members $250
(Lunch, break refreshments and site fee included)

This course is a hybrid of the Managers and Consulting discipline standards and ethics. It will describe and illustrate those standards of Practice which professional farm and ranch managers and agricultural consultants are expected to provide to their clients. Examples of proper communication, written contracts, sound management and consulting practice, and proper conduct are discussed. One-half of the course will be devoted to the Standards for both disciplines. The remaining one-half will be a review of the Ethics of the ASFMRA and ASAC and a review of standards of professional practice in a case study environment. Extensive use of actual case studies and student interaction will be encouraged. The course is designed as both an introductory course for aspiring members and a review for current members. (8 hours plus a 1 hour exam).

Thurday, April 24

A2 Part III – Revisions and Updates to USPAP
Instructor: Katherine Coleman, MAI, SRA
Registration: 7:30 a.m. to 8:00 a.m.
Class: 8:00 a.m. to 5:00 p.m.
Cost: ASFMPRA & ASAC Members $160
Non-Members $190
(Lunch, break refreshments and site fee included)

This constantly evolving seminar keeps appraisers up-to-date with the latest revisions and changes to the Uniformed Standard of Professional Appraisal Practice (USPAP) as adopted by the Appraisal Standards Board (ASB). During the morning session, USPAP changes recently adopted by the ASB will be discussed. In the afternoon session, students will be afforded the opportunity to apply this information by case study, critique, and discussion of an agricultural appraisal report. (8 hours)

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2003 CHAPTER OFFICERS

Erik C. Roget
ARA - President

Kirk Sagupe, ARA – President-Elect

Russell Cremers
First Vice President

Lorraine J. Friant
AFM, CAC – Second Vice President

Randal H. Edwards
ARA – 3rd Year Board Member

David L. Moore
AFM – 4th Year Board Member

Steve Runyan
ARA – Treasurer

Chapter President

Erik C. Roget, ARA

Erik Roget has more than 20 years of experience in the agricultural finance and farm appraisal fields. He is employed as a Regional Manager with Lend Lease Agri-business, Inc. in Stockton, a large farm real estate lender with over $2 billion in farm loans. Roget has been a member of ASFMRA since 1992 and received the society’s top appraisal designation of Accredited Rural Appraiser (ARA) in 1995. He is a former board member of AG ONE at California State University Fresno and of the San Joaquin Valley Ag Lenders Society, and is licensed with the state of California as a State Certified General Appraiser. Erik resides in Woodbridge with his wife, Suzie, and their two children, Kelsey and Ben.
CAIFORNIA CLASSIC BARBECUE
Thursday, April 24th
5:00 – 9:00 p.m.
Heidrick Ag History Center

A tradition at the Spring Ag Outlook conference is the California Classic BBQ. The 2003 dinner will be held at the Heidrick Ag History Center in Woodland. The evening promises an excellent meal, a lively auction to benefit the California Chapter’s Scholarship Fund and an opportunity to explore an extraordinary collection of antique trucks and farm equipment. Complimentary bus transportation will be provided from the Double Tree Hotel and there is also plenty of free parking at the museum.

HOTEL INFORMATION & MAP

Make reservations directly with the DoubleTree Hotel and request the group rate for the American Society of Farm Managers & Rural Appraisers.

1-800-222-TREE
Direct (561) 924-8855
Fax (561) 924-6993

Heidrick Ag History Center
1922 Hays Lane
Woodland, CA

Reservations must be made by 3:00 p.m. on April 10, 2003 to receive the group discount rate.
DoubleTree Room Rates Single/Double: $103.00 (Upgrades available)
All guest rooms are subject to the applicable state and city taxes at the time of check-in.

2003 SPRING AG OUTLOOK COMMITTEE

California Chapter, ASFMRA
Charles McElhenny, Chairman
Erik Roget, ARA
Russell Cremer
Ken McBay
John Currey, AFM
Suzie Roget

University of California, Davis
Dr. Daniel Summer
Laurie Truscher
Dr. Karen Klonsky

Candidate      Professional     Affiliate
ARA      AFM     RPRA     AAC CAC

California, ARA – President
Steve Runyan
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CLARIFICATION OF RATES

Non-Member $ 160 x _________ = $ ______________
UC, Davis Ag Tour $ 15 x _________ = $ ______________
Student/Retired Member $ 35 x _________ = $ ______________
California Classic BBQ $ 30 x _________ = $ ______________
Tours
Luncheon Only (for guest not attending the meeting) $ 30 x _________ = $ ______________
Student Sponsorship (optional) $ 40 x _________ = $ ______________
Late Registration Fee (after April 10) $ 25 x _________ = $ ______________
Total Enclosed $ ______________

Return registration form and fees by April 11, 2003
California Chapter, ASFMRA
P.O. Box 858
Woodbridge, CA 95258
(209) 368-3672 or secretary@calasfmra.com

Questions: Suzie Roget, California Chapter, ASFMRA
(209) 368-3672 or secretary@calasfmra.com

Cancellation Policy: Cancellations received more than 10 working days prior to the conference will receive full refund. See a $55 administration fee. Those received 10 or fewer working days before the conference will receive a full refund less $55. Fees are forfeited if registrant does not appear for the conference. Registrants may send someone to take their place, with notification to the California Chapter, ASFMRA, without penalty.