



A Long-Term Vision

...or rather, a lack thereof

by

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Woolf Enterprises at a Glance

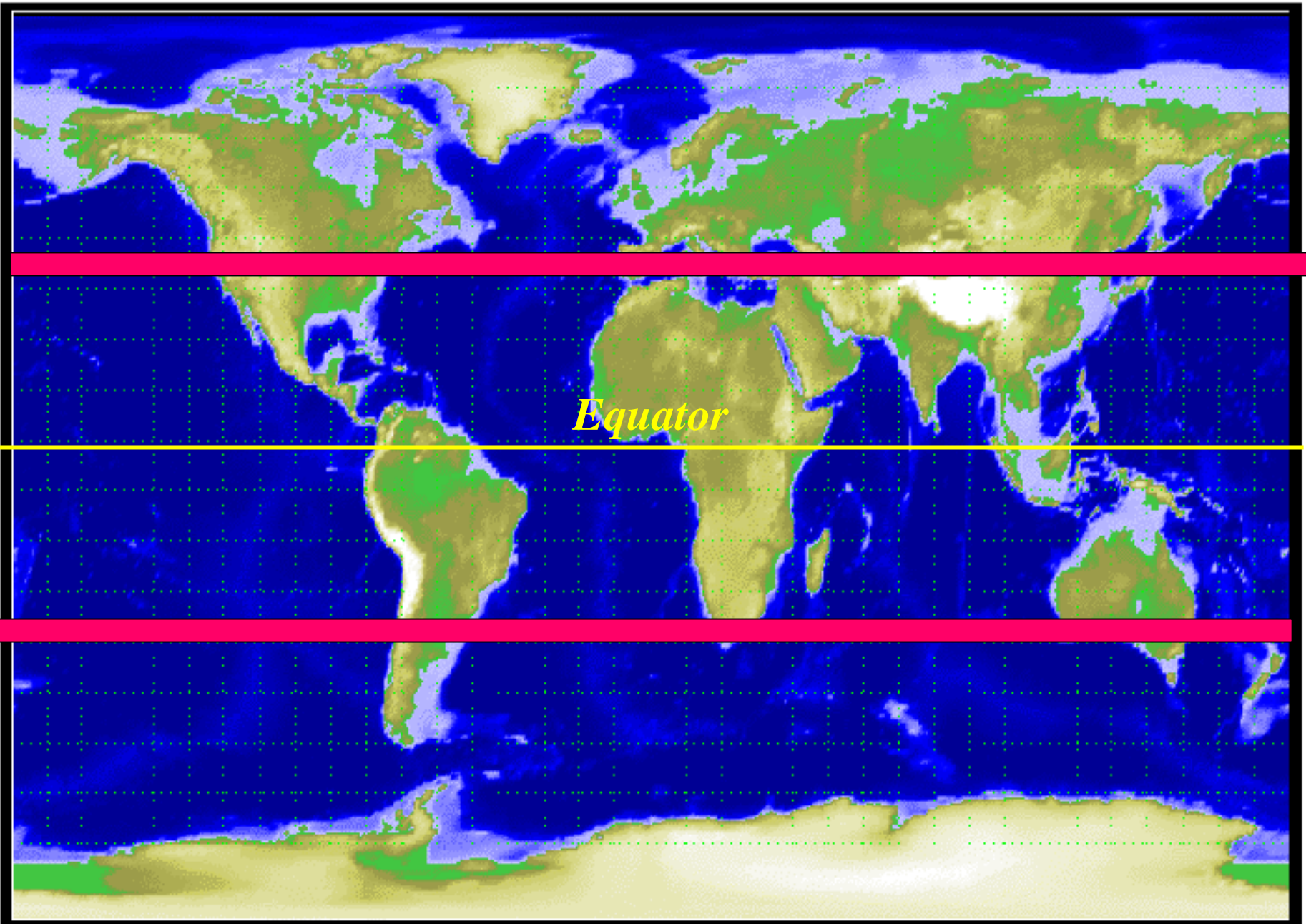
- **Started in 1974. Part of the Giffen Inc. legacy**
- **Diversified Farming in Fresno & Madera Counties.**
- **Managing Partner: Los Gatos Tomato Products & Harris Woolf**
- **Other Ag. Interests: Cal West Rain, Huron Ginning**
- **Privately Owned Family Business**

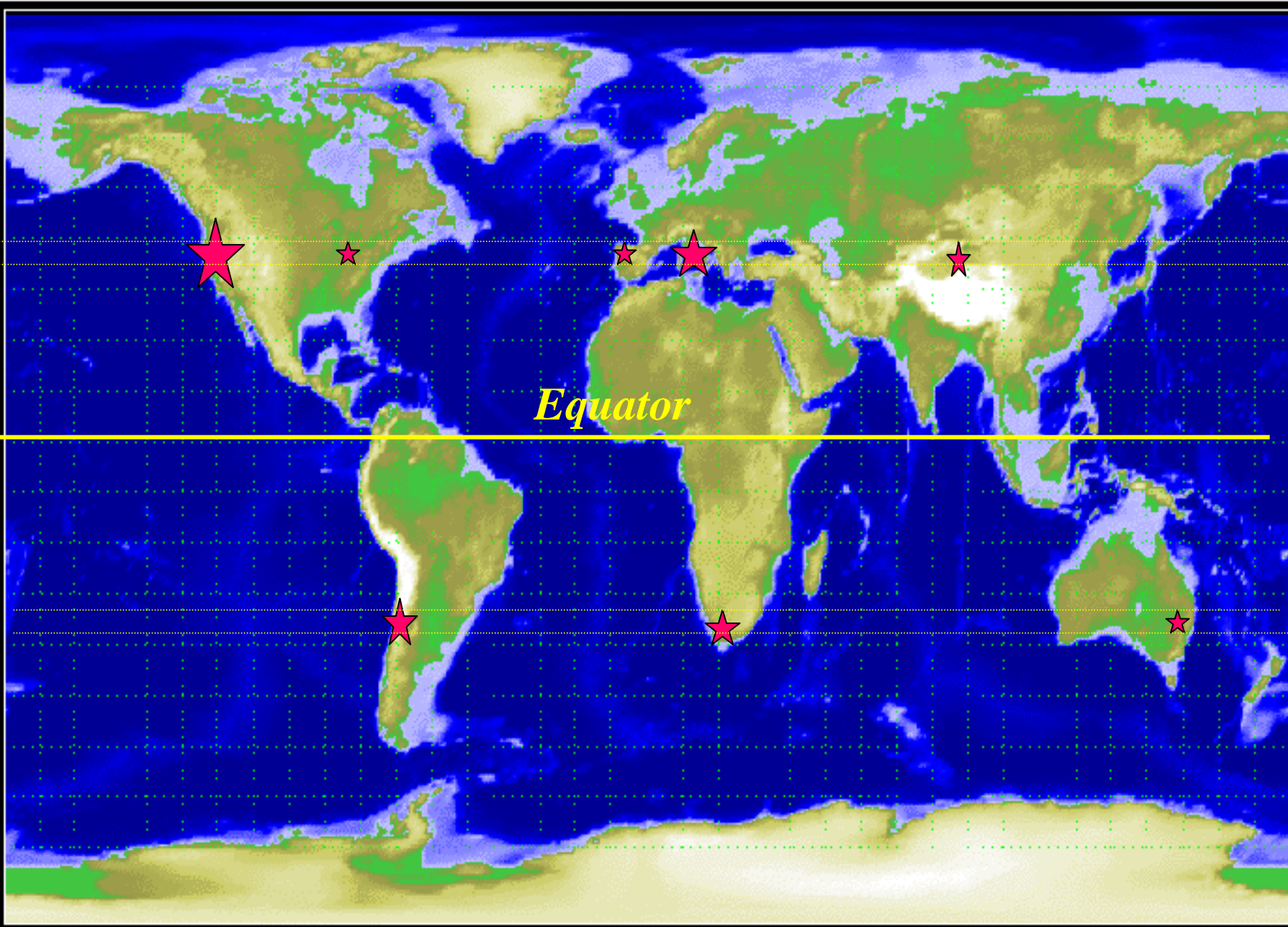
Woolf Enterprises at a Glance

- **Mission Statement: To Be The Most Efficient Agriculture Resource Managers**
 - **Manage to our limiting resource: water**
 - **Water scheduling and fertility monitoring**
 - **Adopting/developing sustainable farming techniques**
 - **Over 10,000 acres under drip**
 - **Low cost producer of shelf stable commodities**
 - **Producing more with fewer resources. High yields!**

A Driver of Our Success:

- We have been successful bringing together multiple, independent farm operations (privately owned family businesses) and partnerships to enjoy economies of scale. We seek to improve our own interests...through the interests of our partners.**





California's Competitive Advantages

- **Best Resources**
 - land, water, climate
- **Best Infrastructure**
 - land-grant schools, transportation, water projects, suppliers
- **Great Management & Farm Structure**
 - well educated and driven management, larger farms

Some of The Challenges

- **Globalization**
- **Consolidation**
- **Unfair Trade**
- **Unclear/Conflicting Policy Objectives**
 - **Sustainable Agriculture versus Sustainable Dev.**
 - **Small family farmers versus Economies of Scale**
 - **Allocating resources versus Developing them**
 - **No clear, long-term Vision**

Current “Drivers” of Public Policy: Short-term Political Agendas & Public Opinion

- Farm Policy: Social & Environmental
Priorities**
- Term Limits resulting in Short-Term
Perspectives**
- No Clear definitions of Success.**
- Fear of Technology & Change: Facts &
Science have Given way to Public Opinion.**

The Current Debate on GMOs

- **The National Academy of Sciences:**
 - **1,900 scientists**
 - **170+ Nobel Prize winners!**
 - **Food Safety vs. Food Policy**



A large, brown, fuzzy moose puppet is the central focus, holding a white sign. The puppet has large, upright antlers and is wearing blue denim overalls. Its right hand is raised, holding the top edge of the sign. The sign features the text "MOOSE against GMO'S" in large, bold, black letters. At the bottom of the sign, there is a logo consisting of a stylized hand with three fingers pointing up, and the text "Friends of the Earth" followed by "Project Justice" in a smaller font. The background shows a modern building with many windows under a clear blue sky.

MOOSE
against
GMO'S



Friends of the Earth
Project Justice

Don't
force feed
me
GMO'S

The **HORROR**
of Genetically
Engineered Food

IT Came from the Grocery Store

You Can't Avoid
It Because It's
NOT LABELED!

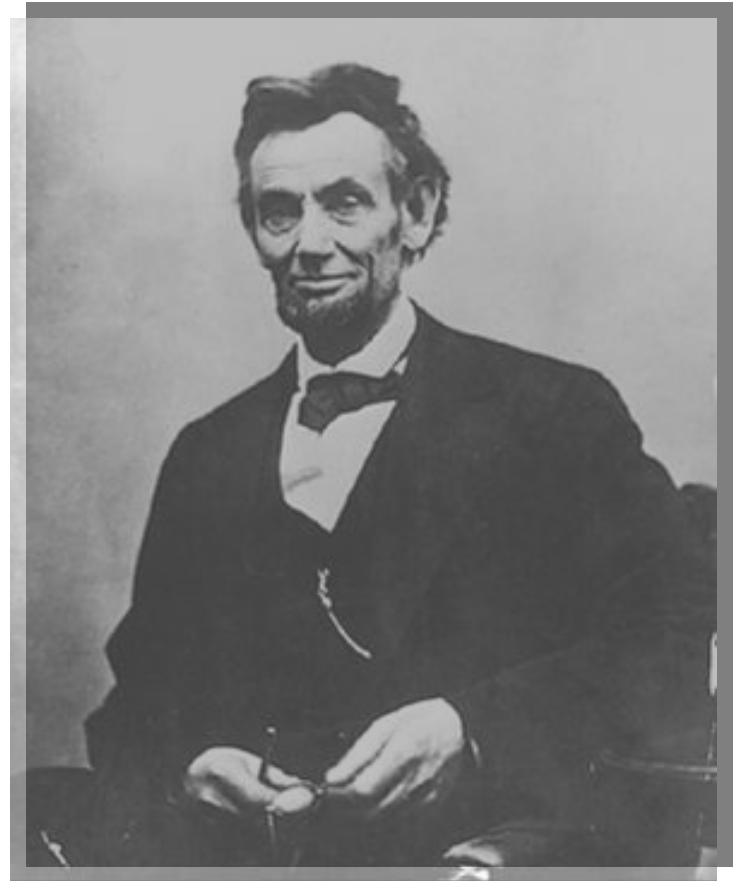
GREENPEACE

From the **LABS** of Monsanto to **YOUR TABLE!**
A **NEW LIFE FORM** Released into the World!

The Need for a Good Long-Term Vision for Agriculture

**Sustainable Development
of the West**

**Homestead Act
Pacific RR Act
Morrill Act
USDA**





Who is Keen on Long-Term Sustainable Development Today?

China

Brazil

India

Turkey

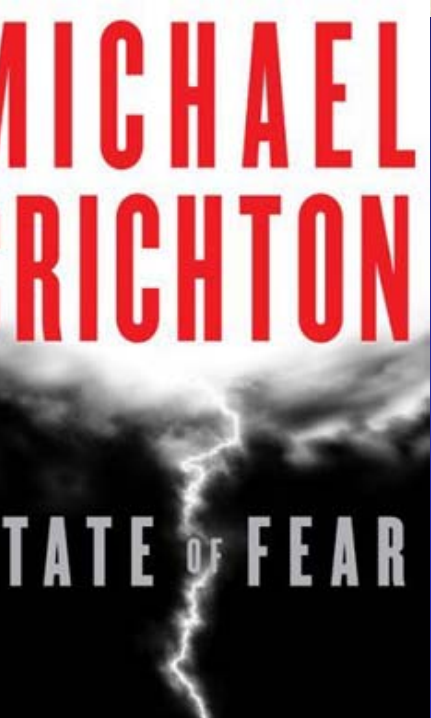
Chile/Argentina

The Need to be More Relevant

- **Have a long-term Vision that Includes:**
 - **Efficient resource management & environmental stewardship**
 - **Leaders in Technology & Innovation**
 - **Positioning as a Strong Global Competitor**
 - **Financial Sustainability & Independence**
 - **Partners & Leaders in Global Development**

LT Policy Objectives Should:

- **Place greater incentives for efficiency and Good Stewardship**
- **Seek a Level Playing Field for Trade**
- **Sponsor Public Investments in R&D, ie, Basic and Applied Research at our Schools**
- **Create an Environment that Encourages Ag Investments.**
- **Shape Public Opinion with Facts and Sound Science.**



Recommended Reading

