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
The **HORROR** of Genetically Engineered Food

**IT Came from the Grocery Store**

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

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

GREENPEACE
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.