

HELPING CHILDREN LEARN HEALTHY LIFE STYLE CHOICES

4-H Youth Development Program

- Monterey County 4-H Program has 19 clubs with 775 youth members and 375 adult volunteers. Members participate in over 83 projects including camping & outdoor adventure, health & physical fitness, individual & group sports, foods and nutrition, and vegetable gardening.



- Our program makes a difference in our county through positive relationships and youth development by targeting leadership, citizenship, and developing life skills. We participate in community service activities such as assisting needy local families, raising money for local food banks, and making quilts for the Walter Reed Medical Center.

- The "Mapping the Youth Community Assets in Seaside" project brings together youth-serving organizations and local decision-makers in the Seaside community to improve youth access to leadership, nutrition, fitness and cultural preservation opportunities.



Nutrition Education Program

- 5,200 Monterey County students and 161 teachers from 32 schools obtained important tools through UCCE curriculum for creating their own wholesome eating and physical activity habits in order to achieve optimal personal health.
- Local high school students were mentored by UCCE staff as they advocated for - and won - fresh, local salad bar lunches for over 14,000 students in Salinas.
- Migrant Education Community Liaison staff from Monterey County displayed their UCCE Community Trainer in Nutrition credentials as they led a break-out session at the 27th Annual California Migrant Parents Conference.
- Nutrition educators from Connecticut to Colorado to Hawaii discovered the nutrition pages on UCCE's website, and have distributed the newsletter "Favorite Family Food" as a regular part of their work. <http://cemonterey.ucdavis.edu/EFNEP122>

THE VALUE OF COOPERATIVE EXTENSION

Keeping Monterey County's \$3.5 billion agricultural industry strong:

330,500 crop acres of vegetables
41,300 acres wine grape vineyards
\$409 million flower industry
6,403 consultations with growers (2007)

Detecting and developing solutions for:

Light brown apple moth, sudden oak death, downy mildew, seedborne bacteria, alternatives to fumigants, root rot diseases, vascular wilts, soilborne fungi, novel virus problems, powdery mildew, disease control for organics, invasive species, strawberry fruit problems, vine mealybug, glassy winged sharpshooter, yellow nutsedge in vegetable crops, food safety & *E. coli*.

A resource to other agencies and departments

USDA - local city and county parks departments - Resource Conservation District - Natural Resources Conservation Service - Cal Trans - Monterey County Agricultural Commissioner - Monterey County Water Resources Agency - Steps to a Healthier Salinas - Network for a Healthy California: Children's Power Play!

Keeping 775 youth active through:

- 4,650 project hours
- 19 community service projects
- 2,250 adult volunteer hours, valued at \$45,810

Teaching more than 5,000 youth to be fit through:

- Classroom learning and activities - UCCE curriculum; 2,415 teacher volunteer hours
- Youth health advocacy promotions - fotonovela projects (Vols. I-III)
- Student-authored county-wide health perception reports - Monterey County Grows Health (Vol. I & II)

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UNIVERSITY of CALIFORNIA
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Research & Education for the PICTURE OF HEALTH



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Cooperative Extension advisors promote a healthy county through their research, with an emphasis on finding solutions to local problems

QUICK ACTION IN TIMES OF CRISIS

E. coli and Food Safety

Our staff acted rapidly and proactively in response to recent concerns about foodborne pathogen contamination of fresh leafy vegetables. In a move to develop more research-based information on how *E. coli* contaminates vegetable crops, we diverted resources and personnel into research projects dealing with the ecology, survival, and management of foodborne, pathogenic bacteria. Because of our established county-based microbiology laboratory facility, we are able to collaborate with other research agencies in setting up field experiments and developing information that should contribute to a better understanding of the *E. coli* situation.

Light Brown Apple Moth

The light brown apple moth (LBAM) is an exotic and invasive species. Finding treatments for control was important for economic and environmental reasons. When it was detected in Central Coast nurseries, the staff entomologist quickly organized an LBAM Task Force with the Ag Commissioner, Farm Bureau and nurseries to understand and communicate the impact of LBAM in California. Working with specialists in the University of California Cooperative Extension and California Department of Food & Ag, reference materials were developed to help growers and the public to identify and manage the LBAM and other pests through an integrated pest management (IPM) program. These materials were presented to nursery workers, growers, and Pest Control Advisors at seminars, and were made available through our UCCE-Monterey County website:

<http://ucanr.org/cemonterey/LBAM>



HEALTHY AGRICULTURE & ENVIRONMENT: Growers Learn Improved Practices from UCCE Research and Education

- ◆ Applied field research demonstrates how to use fewer pesticides and “softer” chemicals and still remain competitive in national and world markets.
- ◆ Extension research and education programs cover a broad range of issues and concerns, including the following: greenhouse crop diseases; sudden oak death of nursery and forest plants; disease, insect, and weed concerns of vegetables and strawberries; irrigation efficiency; salt water intrusion of aquifers; Integrated Pest Management (IPM) and production of winegrapes; food safety and *E. coli* contamination.
- ◆ Test results from our county-based diagnostic laboratory inform growers about the target pathogens and pests that they must manage.
- ◆ Our research and educational programs on fertility management of vegetables are helping growers to better manage fertilizers and improve water quality in the Salinas Valley.
- ◆ Our research on the use of new technology for precision cultivation is helping reduce chemical use while making hand weeding operations more efficient.
- ◆ Research on weed control in vegetable crops evaluates new techniques to reduce serious weeds to make vegetable production more profitable.
- ◆ Research to increase the use of drip irrigation leads to water conservation and boosts yields.
- ◆ Better use of weather data saves water by matching irrigations with the water needs of the crop.
- ◆ New techniques using cover crops in vineyards and strawberries improve water quality.
- ◆ Research into the production and quality differences of winegrape cultivar selections for Monterey County vineyards leads to optimum planting and growing.
- ◆ Alternative vineyard floor management practices are demonstrated to reduce winter erosion and improve soil sustainability.

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