



## LAST PAPER ISSUE!



### *NewsFlash: The conventionals are in on it!*

After nine years of paper newsletters, we here at UCCE Marin are moving to electronic publishing for the Grown in Marin newsletter. This will be a big gain for our readers as far as increased content goes. Your newsletter will now come hyperlinked to the store of news and resources that make up our website.

You will be able to continue getting Grown in Marin by email subscription by going to this link:

[http://ucanr.org/gim\\_newsletter](http://ucanr.org/gim_newsletter).

Please take advantage of this rich and local electronic publication, which is a gateway to the Grown in Marin website, an extensive-source of information on Marin agriculture.

One morning I had the real pleasure of blocking a section of Hicks Valley Road and talking with Doug Dolcini and Bill Barboni. We paired our white trucks in both lanes, with enough room for another driver to squeeze by. Doug was talking about the family business of conventional ranching, at which he is very successful, and Bill was off somewhere having to deal with all that grass and all those organic cattle. So here on one side of the road is an organic, grass-fed, locally marketed product, and on the other side a successful, well-established conventional product. And both are doing well. Bill left. Doug and I carried on talking about feed lots, grass, and family.

Doug said, "You know, these conventional cows are just as valuable as organic or any other kind of cow." He continued, "We're doing OK I guess, prices are up again this year. Our cows are getting more valuable all the time. I don't think we need to go looking for buyers."

Across the road, Bill Barboni's vast marshmallow collection was spread out on a second coming of rye grass, while Black Angus munched in a far field of bailed forage. Bill is selling local, organic grass-fed product to Oliver's Markets and is busy running a growing business, as well as being a veterinarian. Bill jumped in the local direct market, and Doug looks like he is waiting it out; what's up?

Marin is a small county by California standards - population 252,409. The county includes 588 square miles, which is 55th out of 58 counties in size, and 54th out of 58 in population. The Agricultural Commissioners' 2010 Crop Report lists 6% of gross sales going to vegetables and 80% going to grass-based animal and forage agriculture. Most of the conventional calves and lambs are marketed nationally, through larger vertical marketing networks.

So where do most of our agricultural resources reside? On conventional ranch

*Newsflash continued on page 4*



## *M.B. Boissevain - Marin's first Farm Advisor 1920-1950*

M.B. Boissevain began as Marin's first UC Cooperative Extension Farm Advisor in 1921. UC Berkeley, California's land-grant university, was sending agricultural agents out to communities up and down the state to spread practical information and new methods about farming. Boissevain served as an agronomist, community leader, and photographer for 30 years. During his tenure, he organized 4-H clubs in rural communities where young people and their families could practice new techniques with hands-on agricultural projects. This produced a new generation of farmers and continued success for Marin agriculture. As part of his role and duties, Mr. Boissevain kept records and artistically rich photographs of nearly thirty years of Marin agricultural history. These are archived at the Jack Mason Museum, the Tomales Regional History Center and the Novato Historical Guild.

M.B. Boissevain was a talented and prolific large format film photographer. His images capture the heart of the people, farms, ranches, and working landscapes that make up our agricultural history.

UCCE and its partners are preparing his images for a premiere exhibition at the Marin County Fair in July 2012, and a West Marin exhibition at Toby's Feed Barn in October 2012.

## *Interview with James Marshall*

From August 26, 1975. Excerpted from a transcript from The Marin County Free Library

*INTERVIEWER:* James Marshall was the grand-nephew of Mr. James Alexander Marshall, descendant of a proud pioneer family of Marin. The Marshall Family goes back to the 1850s in West Marin, and Marshall, the picturesque village on Tomales Bay, bears the name of this North Irish family. Five brothers came to Marin County: Hugh, James, Alexander, Samuel and David. The gentleman we will be interviewing today is the grandnephew of the above Marshalls, but let us have him tell his story.

*JAMES MARSHALL:* We had a Farm Advisor, Mr. Merit Boissevain, our first County Agent. The Farm Advisor introduced cow testing, which improved the dairy herds, and then of course the elimination of Bangs disease and tuberculosis. It was a wonderful boon to the industry. A lot of people got upset over the program because they lost cows, but in the final analysis it was the best thing that ever happened.

When the Farm Advisor was put in Marin County, he came up with new ideas such as growing silage and building silos, testing cows to improve the herds and better pasture improvement. One of the slogans was during the depression was to "grow two blades of grass where one grew", which was accomplished in Marin by fertilizing. Our Farm Advisor promoted all these things.

We attended meetings and Mr. Boissevain had speakers talk to the group. I remember one time we had a professor come over from Davis to give us a talk at the Tomales Farm Center. It happened to be a stormy night, and Mr. Boissevain drove a Model T Ford - and he always drove it "wide open". The roads weren't very good, and they were coming along down through Two Rock and a cow had gotten out in the road. Mr. Boissevain slammed on his brakes and the Model T swung around. It didn't turn over, but skidded around and was going in the opposite direction. When the Professor got up and made his introductory remarks he said, "I'm truly very happy to be here."





## Visit CAM FoodWorks, an artisan food producer and co-packer on September 30

Have you always wanted to preserve those delicious tomatoes or Meyer lemons left from market but didn't have the time or licenses, let alone a commercial kitchen to make products in? Look no more. CAM FoodWorks is launching a specialty food co-packing facility at 4308 Redwood Highway, Suite 100 in San Rafael. Join us for a 2 p.m. tour on September 30 to meet Merilee and tour their facility at 4308 Redwood Highway, Suite 100, in San Rafael. Please RSVP at: <http://ucanr.org/camfoodworks>, so we know how many are coming.

The project is the brainchild of Russ Hamel, development director at Community Action Marin (CAM). Russ describes his idea, "We had just secured this new beautiful kitchen to prepare 1,500 Headstart meals during the week and we were looking for a way to make full use of the kitchen." Merilee Olson came to CAM by way of PRESERVEsonoma, an artisan food company she founded in Sebastopol. Her first efforts there won her a Good Food Award shared with Nancy Skall of Middleton Farm in Healdsburg this past year.

Merrilee has been cooking, cheffing and making food products since her early training at California Culinary Academy and her experiences at Bon Appetit Management Company, a food services company dedicated to sustainable practices. She'll be working with farmers in the Bay Area providing co-packing and private label services out of the FoodWorks kitchen.

"We have the license, the facility, and the knowledge to create unique, delicious, artisanal products for our clients," says Marilee. Russ adds, "We're really confident in Marilee's ability. It's a great fit for CAM's mission and provides a service to the local agricultural community."

Marin farmer Peter Martinelli explains, "I'm excited about the idea of Merrilee taking my recipe for Meyer lemon marmalade and making it for me under my label. It really adds value and stretches my season and ability to provide my farmers market customers with a preserved version of my lemons."

You can contact Merrilee Olson at (415) 526-7500, ext. 7526 or at [molson@camarin.org](mailto:molson@camarin.org).

## New resources for farmers and the public

For the past ten years UCCE staff have been writing "custom" fact sheets for our local farmers and ranchers. These popular GIM factsheets cover a wide range of topics, from building a cheese plant to raising meat chickens to livestock slaughter and meat processing requirements in California.

Download the new factsheet *Producing and Selling Eggs in Marin County* written by Lisa Bush and Jeff Stiles. It tells you everything you need to know to get started. There is also a new resource sheet for students attending the Artisan Cheese courses at the College of Marin - or anyone who's interested in finding out more about artisan cheeses, *North Bay Artisan and Farmstead Cheesemaking Resources*. Access these and other factsheets online at: [http://ucanr.org/sites/Grown\\_in\\_Marin/Resources/Resources\\_for\\_Farmers/GIM\\_Factsheets/](http://ucanr.org/sites/Grown_in_Marin/Resources/Resources_for_Farmers/GIM_Factsheets/).

The new GIM website also has a section for the public. For Marin residents, we've compiled information regarding keeping chickens in your own backyard and other useful resources to help get you started, *Backyard Chicken Resources*.

## More awards for our North Bay cheesemakers

Nine cheesemakers came home with awards from the 2011 American Cheese Society competition held in Montreal in August. In Marin, hats off to our cheesemakers! For more information, see [www.cheesesociety.org](http://www.cheesesociety.org)

- ☞ **Cowgirl Creamery** for Mt. Tam and Fromage Blanc cheeses.
- ☞ **Marin French Cheese Co.** for Melange and Pepperson-Garlic Bries.
- ☞ **Nicasio Valley Cheese Co.** for Foggy Morning and Quark cheeses.
- ☞ **Point Reyes Farmstead Cheese Co.** for Pt Reyes Toma and a fresh mozzarella.

Registration started Aug 1 for cheese certificate classes kicking off October 3rd. Go to [www.marin.edu/CommunityEducation](http://www.marin.edu/CommunityEducation) and look under Foods & Wine in the class schedule.

**Producing and Selling Eggs in Marin County**

**Background**  
Anyone who has eaten farm fresh egg knows how different they look and taste from eggs from industrial supermarket eggs. In addition to their wonderful taste, fresh local eggs have long been a source of income in rural areas from two backyard operations to larger dedicated egg farms. Regardless of the size of the operation, egg sellers must follow certain regulations to conduct business legally.

**Zoning**  
Depending on Marin County zoning, which applies to all areas of Marin except for the Coastal Zone, certain standards may apply to poultry operations, which are defined as "Livestock Operations, Small Animals (land use)" by the Marin County Code. Certain zone requirements are currently under review but requirements for keeping of small animals in coastal zoning districts are expected to be consistent with those shown below.

**GENERAL REQUIREMENTS FOR THE KEEPING OF SMALL ANIMALS**  
(Chickens, Ducks, Turkeys, Geese, Guinea Fowl, Pheasants, Rabbits, Rosters and Similar Animals)

Zoning Districts	Applicable Standards	Standards
A-1, A-2 to A-10 (R-1, R-2, R-3)	All animals allowed, subject to Standard 4	1. Maximum 12 animals.
R-1, R-2, R-3, R-4, R-5, R-6, R-7, R-8, R-9, R-10, R-11, R-12, R-13	All standards apply	2. In R zoning districts, the keeping of small animals shall be an accessory use to the primary residential use of the parcel. 3. Roosters, quacking ducks, geese, guinea fowl, and peafowl are not permitted. 4. A Use Permit is required for the keeping of exotic animals outdoors in all zoning districts where permitted.

TABLE 3-4 from the Marin County Code.  
Note: Zoning districts beginning with A are agricultural and those beginning with R are residential.

**Licenses and Permits Required**  
Small scale production and sales of shell eggs only requires licenses or permits under the following conditions:  
1. All farm egg sales require an Egg Handler's Registration. If eggs are only sold from the farm where they are produced, this license isn't needed.  
2. A building permit may be required if a new building is constructed or an existing building is retrofitted for the egg business.  
3. Quarterly within the Coastal Zone in Marin County, retail sales of farm products requires a Use Permit and Coastal Permit, obtained from the Marin County Community Development Agency Planning Division.

**Egg Handlers Registration**  
Any off farm egg sales require that the producer/seller have an Egg Handlers Registration. This registration can be obtained from the Marin County Agricultural Commissioner's office in Novato or from the California Department of Food and Agriculture (CDFA). The registration application can be found at the bottom of this page on the CDFA website (<http://www.cdifa.ca.gov/gladereg.html>).

"NewsFlash" continued from page 1

es. For more than a few decades now these ranchers have been quietly going about their business raising premium class grass-based livestock and dairy, managing thousands of acres of pastureland, 31,251 head of cattle and sheep, plus a sprinkling of goats, hogs and rabbits. And 278,833 chickens. The heavy agricultural lifting is in livestock.

These generationally inclined ranchers are sitting on well-deserved gold mines of potentially local food. Increasing demand for food grown close to home and the current levels of economic uncertainties will make a regionally marketed industry much more inviting for these ranchers. Ten years ago local beef, lamb, and specialty meats like goat were not available. Today, they can be found in Marin and Sonoma County markets. As necessity dictates, our conventionally styled livestock producers are well-placed to shift to a profitable local market.

Essentially, every cow or lamb that leaves Marin is a high quality, grass-based agricultural product. Like an Anonymous Rancher said to me eight years ago at the Tomales Post office, "Remember, beef is beef."

The Grown in Marin newsletter is published quarterly by the University of California Cooperative Extension, Marin, 1682 Novato Blvd., Ste. 150B, Novato, CA 94947. Telephone 415/499-4204, <http://cemarin.ucdavis.edu>. Production of this newsletter was made possible with funding from the Marin Community Foundation and the County of Marin.

Editors: Steve Quirt, David Lewis, Vicki Jimenez

Production: Bonnie Nielsen

Contributors: Ellie Rilla

The University of California prohibits discrimination or harassment of any person on the basis of race, color, national origin, religion, sex, gender identity, pregnancy (including childbirth, and medical conditions related to pregnancy or childbirth), physical or mental disability, medical condition (cancer-related or genetic characteristics), ancestry, marital status, age, sexual orientation, citizenship, or status as a covered veteran (covered veterans are special disabled veterans, recently separated veterans, Vietnam era veterans, or any other veterans who served on active duty during a war or in a campaign or expedition for which a campaign badge has been authorized) in any of its programs or activities. University policy is intended to be consistent with the provisions of applicable State and Federal laws. Inquiries regarding the University's nondiscrimination policies may be directed to the Affirmative Action/Staff Personnel Services Director, University of California, Agriculture and Natural Resources, 1111 Franklin Street, 6th Floor, Oakland, CA 94607, (510) 987-0096.

∞ **Local Apple Tasting Workshop on Thursday, September 22 from 1-4 p.m.** Bring your local apples to Apple Garden Cottage in Tomales for the UCCE Blind Apple Tasting Event. Hear John Valenzuela, Chairperson of the Golden Gate chapter of California Rare Fruit Growers, speak about what to look for in choosing a good varietal fruit for your area. Register online at: [http://ucanr.org/apple\\_tasting](http://ucanr.org/apple_tasting), or call Bonnie at (415) 499-4201. Donation \$20.

∞ **17th Annual Dairy Sheep Symposium in Petaluma, November 3-6.** The major annual event of the dairy sheep industry in North America, the symposium will be held on the Pacific Coast for the first time, at the Sheraton Sonoma County. For more information, visit <http://www.dsana.org/symposia>.

∞ **Each Sunday in September and October, Mike and Sally Gale host a U Pick from 10 a.m. - 4 p.m.** Organic apples, pears, and tomatoes are available. Colorful pastured eggs may also be purchased. Children may visit the chickens, sheep, pigs, and cows, and play with the springer spaniels, Toby and Max. Guests are advised to call (707) 765-6664 for reservations. Directions to Chileno Valley Ranch can be found at [www.chilenobnb.com](http://www.chilenobnb.com) and [www.chilenobeef.com](http://www.chilenobeef.com).

∞ **Moretti Family Dairy wins dairy of the year.** The Moretti Family Dairy was awarded the Edward J. Maddalena Memorial trophy during the Sonoma County Fair's Dairy Cattle Show on August 6.

∞ **Pey-Marin Vineyards' 2010 Riesling dubbed "The benchmark for other Rieslings in the state."** San Francisco Magazine (June 2011) called this West Marin Riesling one of "the eight California wines that are igniting conversation." Go to <http://www.PeyMarin.com>.

#### Publications and Websites:

∞ New UCCE cost studies, including "Sample Costs to Produce Strawberries, 2010, Central Coast," are available for free downloading at <http://coststudies.ucdavis.edu>, at UC Cooperative Extension offices, or by calling (530) 752-3589.

∞ UC just published - "Farmstead and Artisan Cheeses: A Guide to Building a Business" at: <http://anrcatalog.ucdavis.edu/Items/3522.aspx> and the second edition of "Agritourism and Nature Tourism in California" at <http://anrcatalog.ucdavis.edu/Items/3484.aspx>.

∞ Online Food Processing Certification Course: [http://www.fruitandvegetable.ucdavis.edu/Cooperative\\_Extension\\_Short\\_Courses/Better\\_Process\\_Control\\_School\\_Online/](http://www.fruitandvegetable.ucdavis.edu/Cooperative_Extension_Short_Courses/Better_Process_Control_School_Online/).

University of California  
Cooperative Extension - Marin County  
1682 Novato Blvd., Suite 150B  
Novato, California 94947

FIRST CLASS MAIL  
U.S. POSTAGE  
PAID  
COUNTY OF MARIN