



# Hard time describing UC ANR? Learn some tips to avoid making it a mouthful

WebANR Cafe

July 21, 2022

**UNIVERSITY OF CALIFORNIA**  
Agriculture and Natural Resources





# Introduction

- Government and Community Relations Director
- Ph.D. Animal Science
- AAAS Science and Technology Policy Fellowship
- California State Legislature
  - Senate Committee on Agriculture



# Goal of Government and Community Relations

*Increase awareness and support for UC ANR by strengthening relationships and effectively communicating with community leaders and government officials throughout California.*

# Interactive Session

# Examples:

- We extend science-based information from UC in practical ways that can be used and understood by the public right now.
- We are the face of UC in every county. We live and work in the communities we serve, and we are woven into the fabric of the local community. We're not top-down - we provide information from within.
- We extend knowledge from the University and make it accessible to all Californians so that it can be used immediately to improve lives.

# Tips

- Use simple language
- Use descriptive keywords: trusted, practical, connected, science-based

# Practice Example:

I work with UC Master Gardeners and we build and maintain community gardens.

**ALWAYS INCLUDE THE “WHY”!!**

“I work with UC Master Gardeners and we build community gardens that empower local residents to improve their health and food security.”

Practice



# Effective one-pagers

# Uses Public Value Statements and Condition Changes!

## SMALL FARMS AND SPECIALTY CROPS

Farm Advisor: Ruth Dahlquist-Willard, Ph.D.  
Hmong Agricultural Assistant: Michael Yang

Helping small-scale family farms thrive economically through extension support, bilingual and culturally relevant training, research on specialty crops, and policy engagement.

We serve a diverse clientele including Latino and Southeast Asian immigrant and refugee farmers, African-American farmers and urban farming groups, beginning farmers, and small-acreage and emerging specialty crops. Many small farms are diversified and sell to direct and niche markets. Workshops are attended by an average of 275 farmers yearly, with 500-600 farmers receiving one-on-one assistance. Michael Yang provides outreach and training for Hmong farmers, with 25 years of trusted relationships in the Southeast Asian community and a weekly Hmong language radio program.

### Recent highlights:

- **Technical assistance with Climate Smart grants.** In the last round of CDFA's Climate Smart Agriculture programs, we assisted small-scale, socially disadvantaged farmers to apply for funding. A total of 23 farmers received grants to improve on-farm water and energy efficiency, and 16 farmers received grants for soil health practices to enhance fertility and on-farm biodiversity. Water and energy improvements will reduce groundwater pumping, greenhouse gas emissions, and utility bills, and will help farmers prepare for future droughts as well as regulation under California's new groundwater law (SGMA).
- **Moringa as an emerging crop for the San Joaquin Valley.** Moringa is becoming known as a superfood for its high nutrient and antioxidant content. It is grown in Fresno by Southeast Asian farmers and sold fresh to specialty markets. We developed a washing, drying, and packaging process for moringa products such as dried leaves and powder. Current research will identify local pests present on moringa and optimal practices for pruning, irrigation and fertilization.
- **Engagement with regulatory programs.** The Irrigated Lands Regulatory Program (ILRP) requires farmers to report nitrogen fertilizer use, but reporting is far more difficult for small and diversified farms and limited-English farmers. Based on our comments, the State Water Resources Control Board adopted alternate reporting requirements for small-scale socially disadvantaged farmers and highly diversified farms. These changes will result in more accurate reporting and reduce time and costs of compliance for farmers.



## Small Farms and Specialty Crops

Helping small-scale family farms thrive economically through extension support, bilingual and culturally relevant training, research on specialty crops, and policy engagement



### Bilingual and cross-cultural training

Our diverse clientele includes Latino and Southeast Asian immigrant and refugee farmers, African-American and urban farmers, and small-acreage and emerging specialty crops. Many small farms are diversified and sell to direct and niche markets. Workshops are attended by an average of 275 farmers yearly, with 500-600 farmers receiving one-on-one assistance. Specialized outreach and training for Hmong farmers is based on 25 years of trusted relationships in the Southeast Asian community, with a weekly Hmong language radio program and bilingual workshops.

### Helping farmers save water and energy

With assistance from the Small Farms and Specialty Crops team, 23 small-scale farmers applied for and received state grants to improve their on-farm water and energy efficiency. Water and energy improvements will reduce groundwater pumping, greenhouse gas emissions, and utility bills. These changes will help limited-resource farmers prepare for future droughts as well as regulation under California's new groundwater law (SGMA).



### Researching new specialty crops

Moringa is gaining popularity as a superfood for its high nutrient and antioxidant content. It is already grown in Fresno by Southeast Asian farmers and sold fresh to specialty ethnic markets. Value-added products could boost income for small family farms. Our team developed a washing, drying, and packaging process for dried moringa leaves and powder. Current research supports moringa production by identifying optimal practices for pruning, irrigation and fertilization.

### Engaging with policies affecting small farms

State regulations require farmers to report nitrogen fertilizer use, but this reporting is far more difficult for small and diversified farms and limited-English farmers. Based on comments from the Small Farms Advisor, the State Water Resources Control Board adopted alternate reporting requirements for small-scale, socially disadvantaged farmers and highly diversified farms. These changes will result in more accurate reporting and reduce time and costs of compliance for small-scale farmers.



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# Online Resources: Visit Strat Comm/GR Website

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## Practical. Connected. Trusted.

For over 100 years, UC Agriculture and Natural Resources (UC ANR) has been the local UC connection, delivering the power of UC research in agriculture, natural resources, nutrition and youth development to Californians in their own communities to improve lives and livelihoods.

UC ANR achieves its land grant mission through the work of several hundred UC Cooperative Extension academics conducting research at six UC campuses, nine Research and Extension Centers (RECs) and serving all 58 counties from 70+ locations throughout the state. By working and living among those we serve, UC ANR expands UC's reach to engage all people and communities in California ensuring equal access to the UC system. In many regions, UC ANR provides access to UC resources for residents who may never set foot on a UC campus.

## Improving the lives of all Californians

Our statewide network of UC Cooperative Extension academics connects with research faculty to support healthy communities with science-based strategies and technologies. These efforts safeguard healthy and affordable food, provide clean drinking water, support the economic vitality of our state, protect natural resources, prevent wildfires, improve college readiness, develop future leaders through 4-H, prevent childhood obesity, deliver culturally relevant materials and workshops, and develop proactive policies to increase diversity and inclusiveness.

UC ANR delivers its mission through 11 statewide programs including 4-H Youth Development, UC Master Gardeners, UC Integrated Pest Management, and the Expanded Food and Nutrition Education Program. UC ANR's Nutrition Policy Institute is integral to developing research-based public policies related to nutrition and physical activity, and our California Institute for Water Resources is the state's hub that develops and communicates research-based solutions to water resources challenges.

### IMPACT: Preparing tomorrow's leaders

The 4-H Youth Development program provides experiential learning to help culturally diverse youth reach their full potential by developing leadership, citizenship and life skills in supportive environments. Youth can participate in 4-H clubs, camps, after school programs and events that are offered throughout the state in both rural and urban centers. The program also provides STEM Teen Teaching, robotics, leadership development and civic engagement opportunities. In addition, Latino participation in California 4-H has achieved parity with the county demographics.

Youth who participate in 4-H have better outcomes than youth in other programs:

- 2 times more likely to have better grades
- 1.7 times more likely to take courses/pursue STEM careers



## Improving the lives of all Californians



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## Community

We strive to serve every resident in our state and to help to build an equitable, inclusive society. We live and work in all California counties, building trust and credibility to solve local problems together.

In Fresno County, farm advisors partner with the largely immigrant, small-scale Southeast Asian farming community to develop sustainable, profitable agricultural products. Decades of outreach have helped hundreds of farmers, who together produce more than \$17 million in Asian specialty vegetables annually.

Focused on education and community outreach, the UC Master Gardener Program has inspired hundreds of thousands of people to successfully grow fruits and vegetables in home, school or community gardens.

Across the state, counties have built partnerships to teach horticulture skills to youth and adults in jails, detention centers and treatment facilities. At the County of San Diego Girls Rehabilitation Facility, for instance, UC Master Gardener volunteers teach gardening skills and help the girls explore opportunities for a career in horticulture after leaving the facility.

UC ANR is recognized as a nationwide leader in researching and addressing inclusion and diversity in youth-serving programs. One example is the California 4-H Juntos program, which helps Latino youths and their families bridge the gap between high school and higher education through family engagement, Juntos 4-H clubs, one-on-one coaching and a summer academy at UC Merced.

**19,281** UC ANR volunteers contribute nearly 2 million hours annually, the equivalent of over \$62.6 million in donated public service



"I like coming to Juntos because I learned about getting a career. I didn't know there were so many ways to reach higher education and it incl (lives me to know) I can do it."

Brendo, California 4-H Juntos program participant, Sonoma County

"Thank you for all your wisdom and expertise. Your UC Master Gardener Program is responsible for my thriving garden and good mental health and happiness for my family!"

Chandrakala G., UC Master Gardener Program client

"This is truly an effort that brings health to the heart of our communities."

Annelisa T., UC Master Gardener Program client and participant

## 2021 UC ANR Brochure

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# Online Resources: County Report Template

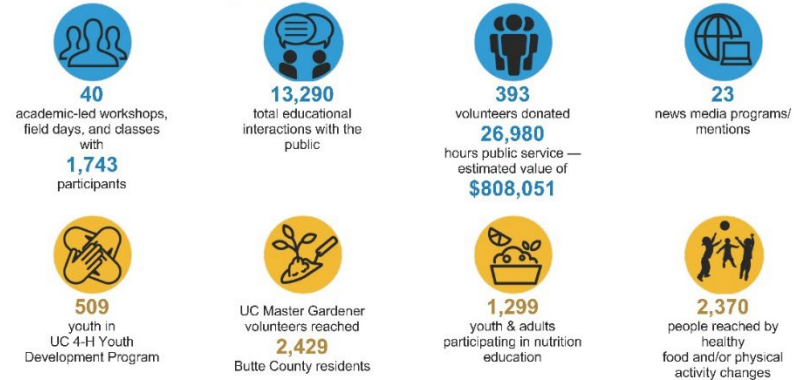
## UC Cooperative Extension Butte County 2018

University of California Agriculture and Natural Resources (UC ANR) brings the power of UC research in agriculture, natural resources, nutrition and youth development to local communities to improve the lives of all Californians.

Our UC Cooperative Extension (UCCE) county-based advisors and campus-based specialists work as teams to bring practical, trusted, science-based answers to our state. We are problem solvers, catalysts, collaborators, educators, and stewards of the land, living in the communities we serve.



### UCCE Butte County by the Numbers



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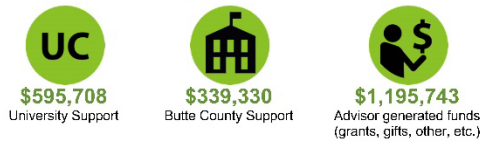
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### Partnering for change

UC ANR builds partnerships based on deep and long-lasting relationships with local, state and federal governments, community-based organizations, schools, nonprofits and private industry.

- Butte County Office of Education
- Butte County Behavioral Health
- Butte Community Based Coalition
- Chico, Biggs, and Paradise Unified School Districts
- Community Housing Improvement Program
- California State University-Chico
- The Patrick Ranch Museum
- Almond Board of California
- California Walnuts
- California Prunes
- Rice Research Board
- California Rice Commission

### UCCE Butte County Funding



It is estimated that for every **\$1** invested in agricultural research and extension there is a return of **\$20** to the community.  
*Alston, Anderson et al (2010)*



### Support Group of Butte County UCCE

Created in 1999, the Support Group of Butte County UCCE works to promote and support Butte County Cooperative Extension programs and services. Funds raised by the Support Group are used to support UCCE's research and extension activities in Butte County.

### Leveraging the Power of the UC System



"UCCE Advisors are some of the most valuable tools available to orchard growers in Butte County. Their science-based recommendations are key components in our modern farming operations. UCCE Advisors help growers navigate the changing environmental and regulatory challenges of farming in California."

—Paul McGowan, Butte County almond grower

"Gone are the days when growers don't use a science-based approach to farming; there's too much at stake—from the safety of our employees who we call family, to making sure we have a very high degree of environmental consciousness. We are successful socially, environmentally, and economically, and it is in no small part due to Butte County UCCE's efforts."

—Rory Crowley, Butte County almond and walnut grower

"The program has taught me ways to save money. - "I am going to try and manage my money better along with my food stamps and make a list of things I want to buy and things I actually need. - "I plan to apply what I have learned through these workshops in my everyday life. Some of the things I've learned, I have already applied to my life."

— Participants of Making Every Dollar Count Workshop offered by the UCCE Butte County Nutrition Education Program

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Brand Audit – coming soon!





*Thank you!*  
Any questions?

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