



A Celebration of Science and Service

PRACTICAL | CONNECTED | TRUSTED

University of California Cooperative Extension (UCCE),
Riverside County
Etaferahu Takele, County Director



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We've Gone Social!

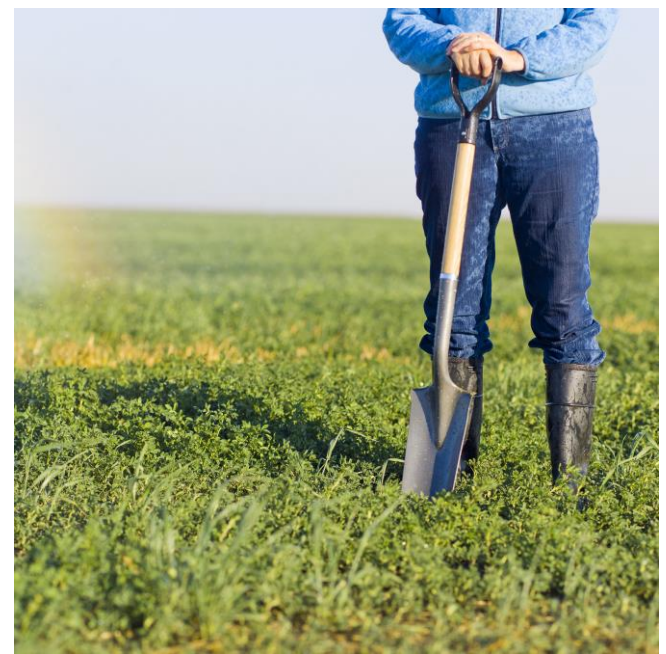
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100 Years of Cooperative Extension

Thank you all for accepting our invitation and being here to celebrate our 100 years of University of California Cooperative Extension; 97 years in Riverside County.

There are many organizations, county departments, commodity groups and others that we collaborate with whose representatives are present here today: Thank you.

County of Riverside: Board of Supervisors; Chief Executive Office;

County of Riverside: Human Resources, DPSS;

Western Municipal Water District;

Citrus Research Board;

Master Gardener Program Volunteers;

4-H Youth Development Volunteers;

Riverside County Farm Bureau;

Unified School Districts: Jurupa, Alvord, Val Verde;

Community Settlement Association;

Farmers – Coachella Valley;

ANR different departments, UCR and UCCE county offices of Los Angeles, Ventura, San Bernardino, and Imperial.



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A brief history of our organization, the origin, who we are and what we do:

- ❖ 1862 the Morrill Act was signed to grant land to universities with mission of research in Agriculture and Engineering; hence the name for land grant Universities.
- ❖ 1887 the Hatch Act established funds to develop agricultural experiment station for research.



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In California, agricultural research and educational program began at the University of California Berkeley in 1868.



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May 8, 1914 President Woodrow Wilson signed The Smith Lever Act that established Cooperative Extension for getting the research-based knowledge from the campuses to the communities that needed the information.

The Act was authored by :

Senator Hoke Smith of Georgia

Rep. Asbury Lever of Southern
Carolina



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UC proceeded by forming partnership with counties to address local needs in agriculture, nutrition and youth development under the name University of California Cooperative Extension (UCCE).



1st MOU was with Humboldt county in 1913 (even before the Smith Lever Act was signed.

In Riverside County- Partnership MOU began in 1917; hence UCCE Riverside County was formed.



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Since then:

UCCE Riverside County has provided a cutting edge research and education that has met the changing needs of agriculture in an effort to ensure sustainability of the industry and viability of growers.



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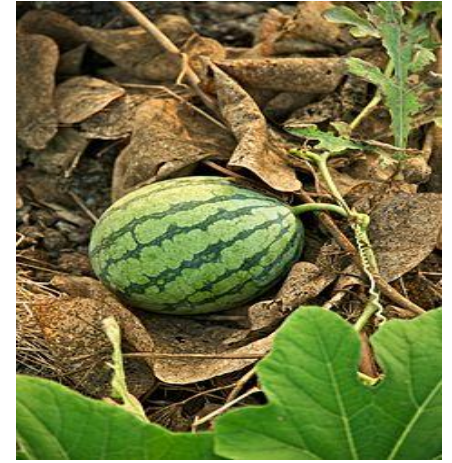
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Examples

New crops and variety research for our growing condition (climate and resources) led to our diversified and sustainable agriculture in Riverside County.

Seedless water melon in mid 1990s Western Riv.



Pitahaya trial Small farms, 2014 CV



New variety for grape growers: Valley Pearl patented in 2012, CV



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Irrigation efficiency especially in the early days took the center stage in our cutting edge research and education.

Also CIMIS (California irrigation management information system) has helped gauge efficient water use particularly in the land scape industry.

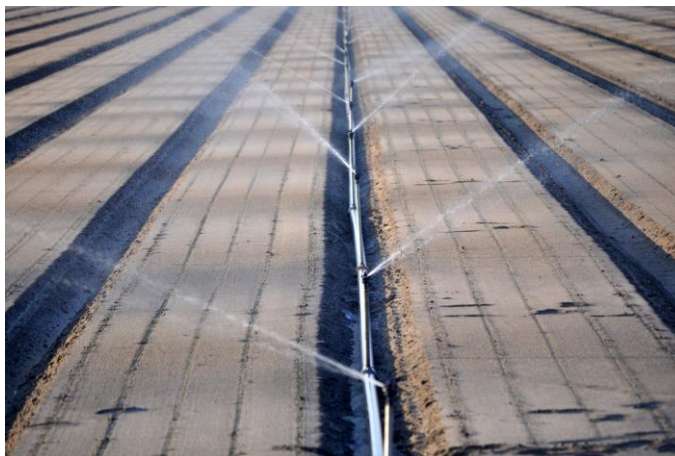


Various kinds of irrigation systems, CV



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Technological developments have improved our agricultural production practices.



Sprinkler irrigation to germinate Romaine lettuce in CV

Green hours BP trials for disease management and improve crop quality in CV



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We fought hard our challenges: diseases and pests.

One of them; the Glassy Winged Sharp Shooter (GWSS); Pierce disease (PD) in the late 1990s and early 2000s had tremendous impact on our wine grape acreage in Temecula (as it had in other regions of California). We lost ~300 acres. PD also affected oleanders in the desert areas.

Swift multidisciplinary response including our advisors, campus specialists, other advisors, USDA, and CDFA helped reverse the situation.



The Glassy Winged Sharp Shooter

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Continual effort is being made in research and education of pesticide efficacy and environmentally safe production systems.



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Riverside County
agriculture today (2013)
involves production of over
120 different commodities
aluing:



1.32 billion direct;
~3.87 billion business value;
~25,000 jobs

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Also central to our research and education in our NFCS program is fighting obesity and diabetes; (obesity ~14.1% for ages 2-11 and 36.3% for ages 12-17, 2013).

The program has two components: EFNEP and CalFresh (for food stamp recipients).

The program gets federal funding and collaborates with several agencies and org. for expanding its outreach and delivery of the program.



Nutrition staff, 1956: emphasis nutrition, food preservation, millinery, garment making, etc.,



Class in Plan, shop, save, cook series, 2013;



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Our 4H youth program has progressed with time and is now into science, engineering and technology projects (SET).



The Moreno Money Maker 4-H club helped observe June Dairy Month at the Farm Bureau event, 1965



Ramona Ranchers 4-H youth produced leafy greens and donated to a local food bank, 2014



The Desert Sandblasters: Ag. Feeding tomorrow video, contest winner at the World Ag. Expo, 2013



We pursue the thrive model



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100 Years of Cooperative Extension:



We pioneered the MG program in 1980 which is now in 43 counties statewide.

Supported by volunteers, our MG program provide over 15,000 hours per year of gardening education throughout the county.

Innovative methods such as the Gold Miner Committee has expanded our programs to the remote areas of the county.



MGs
Plant
Diagnosis
1980



Lucy Heyming won the Excellence in Innovation award for the Gold Miner outreach in 2014.



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We are in the field



We are in the classroom



We are in the lab



We are MG docents



We are the future



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For more overview of our programs; past and present visit our:

- Posters;
- Annual report (in folder);
- Produce displays, flyers and other displays.
- We also included (in folder) two publications:
 - Investing in California ; Statistical highlights of UC's research in agriculture;
 - A special edition of California Agriculture ; milestone examples of UC's programs in the 100 years.

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Riverside County is rich in agricultural resources:

land and water particularly in the east side of the county;

Suitable climate to diverse crops; and new crops opportunity.



Coachella Valley Canal



Palo Verde diversion dam



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Most current and continuing emphasis of research and education:

Fighting Diseases and pests;

Cost effective production including irrigation eff. and other water conservation methods;

Pesticide efficacy and environmentally safe production.

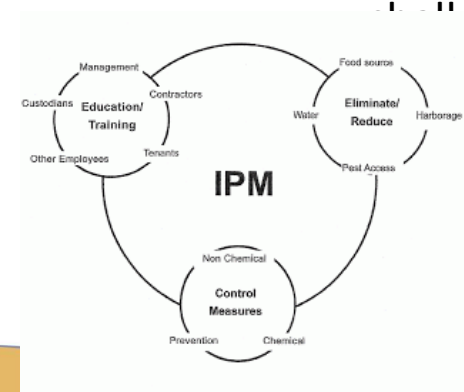


Pepper-Knot nematode

Bagarda-broccoli



The Asian Citrus Psyllid; our current challenge



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Continue our fight of obesity and diabetes;
Cultivate good citizens, leadership and future farmers in 4H youth devt.;
Keep our environment productive and sustainable via Master Gardeners.



University of California Cooperative Extension
Master Gardeners



San Mateo & San Francisco Counties

*Advice to Grow By -
Ask a Master Gardener!*

Protected Under
18 U.S.C. 707



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100 Years of Cooperative Extension: Our strategic mission and goal



Healthy Californians



Healthy Community



Healthy Environment



Healthy Food Systems



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Acknowledgement

OUR UCCE LEADERSHIP



Associate Vice President Bill Frost



**Vice President Barbara
Allen-Diaz**



**Vice Provost of Cooperative
Extension, Chris Greer**

UCCE Riverside County Current Staff



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Support Staff:

*Chung Huynh
Ihab Sharabeen
Windy Smith
Vada Wright
Katina Case*



Acknowledgement

Advisors, staff who had been part of UCCE, retiree, emeritus, etc.;

Our Cross County Advisors: Oli Bachie, Agronomy; Nyles Peterson, Dairy; James Bethke, Nursery; Chris McDonald, Natural Resources and Janet Hartin, Environmental Horticulture;

Our campus based specialist and faculty collaborators and resources;

The County of Riverside as a partner with the UC and the support for UCCE Riverside County;



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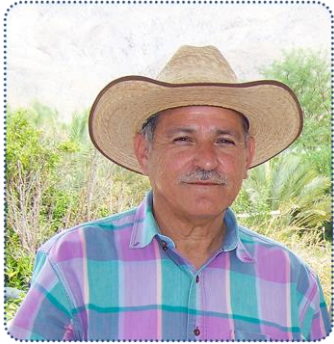
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Program Overview

Today's program is an effort to show the multi-facet approach that UCCE takes to benefit the people of California: We present examples of

- Statewide programs: UC's response to drought and the nutrition-4H youth development program mission;
- The UCR campus connection;
- Local programs; and
- Looking into the future; the role of the changing demographics; and ANR's strategic vision and goals.

Introduction of MC



Jose Aguiar, M.S., is the vegetable crops and small farm advisor in Riverside County covering the Coachella Valley. He has been with UCCE Riverside for 22 years. Jose earned a Master of Science in Vegetable Crops from the University of California, Davis where he researched Phenylalanine ammonia-lyase activity and black spot in potato (*Solanum tuberosum* L.) He has established an applied research and education program in vegetables and specialty crops based on an assessment of priority needs of the Coachella Valley farmers. He has partnered with local government and corporate organizations to extend research based information especially for small-scale producers and local Native American Tribes from 1992 to present. Current program focus is on insect and disease management of vegetable crops and researching new crops for the area.



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