



# Central Valley Farmland Trust

## Legacy

Summer 2010

### Easement Monitoring – What it Really Means



*This issue of Legacy is produced in memory of Linda Macedo, Please see page 2.*

*Magneson Organic Dairy in Merced County*

**O**n a drizzly day in early March, volunteers and staff spent time monitoring easement properties. In spite of the rain, it was a wonderful opportunity to re-connect with landowners and enjoy the beauty of the valley we experience in late winter/early spring each year. The almond and peach trees were in full bloom and bees were beginning their work of polination.

Those who follow the work of CVFT know we've been busy working with landowners to place agricultural conservation easements on Central Valley farmland. These easement projects take a minimum of 12 months to complete and use the expertise of a team of people skilled in the areas of finance, appraisals, real estate law, taxes, science, and land and water management.

What you may not know is that our work on these projects does not end with the completion of

an easement. As an accredited land trust, we are required to monitor each easement on an annual basis. According to the Land Trust Accreditation Commission, easement monitoring is defined as: an annual documented visual inspection of a conservation easement protected property to ensure that the terms of the easement are being upheld, with on-the-ground physical inspection as the site warrants.

Many conserved properties in the mid-west are very large, consisting of thousands of acres per easement, and very difficult to monitor effectively on the ground. Typically the land trusts that hold those easements monitor them from the air. In contrast, the majority of the easements held by CVFT are smaller farms that are easily viewed on the ground.

Our monitoring efforts are accomplished by a very capable team of volunteers who have the skills and expertise required to monitor farmland. Most recently,

*continued on page 3*



Bill Martin

## Executive Director Message

Long ago I was working through a difficult situation and I asked my dad if he could share any wisdom. He said, "Yes, wet birds don't fly at night." What!?!? He went on to explain that wisdom when offered through someone else's perspective is usually worthless. I then realized he was simply telling me to dig deep and find my own wisdom to make the right decisions and don't rely on others to improperly impact my thinking. Since the "wet birds don't fly at night" revelation, I've prided myself in doing just that.

Fast forward to the current economic environment we are facing. There is plenty of doom and gloom to go around, but that is a point of view imparted by those who do not share my perspective. This is not a self admission of greatness, but an acknowledgement that I dig deep to find my own way to help make success happen. I can point to the things CVFT, with the help of its Board and many volunteers, has accomplished over the last five years as objective and quantifiable testimony to that fact. Even in this environment there are plenty of opportunities to do great things. Our Board and volunteers have worked tirelessly to help CVFT be what it can be and as a result our ultimate success continues to evolve.

I am truly excited to be the executive director of the Central Valley Farmland Trust in this challenging environment. I know that with all your help there will be substantive progress in farmland conservation in the Central Valley over the next six to nine months. This is not an empty promise nor am I running for political office. CVFT has identified and secured funding that will help acquire a potential of 1,300 acres of new agricultural conservation easements. We will need "all hands on deck". Your financial support as well as volunteerism is more important than ever. Please call us and I promise we will put you to work to help make success happen.

### CENTRAL VALLEY FARMLAND TRUST

8788 Elk Grove Blvd.  
Building 1, Suite I  
Elk Grove, CA 95624

(916) 687-3178 phone  
(916) 685-1041 fax

Bill Martin,  
*Executive Director*

Susan Hooper,  
*Associate Director*



## Linda Macedo – In Memoriam

THE CENTRAL VALLEY FARMLAND TRUST MOURNS THE PASSING OF LINDA MACEDO.

Linda's work in farmland conservation began in 1993 with the creation of the Merced County Farmland and Open Space Trust. As Chairperson for this organization, she oversaw the completion of six agricultural conservation easements.

In 2004, Linda became a founding director of the Central Valley Farmland Trust. She was still a board member when she succumbed to cancer on April 21, 2010.

Linda was one of the early visionaries who recognized the need for farmland trusts to help landowners who were interested in permanently protecting their lands for future generations. The Central Valley is a better place to live and farm because of her passion for farmland conservation and the many hours she devoted to working with landowners. Her efforts truly made a difference that will last for many generations.

The Trust grieves the loss of this terrifically talented and inspirational individual. In recognition of this loss, we dedicate this issue of Legacy to Linda Macedo.



### Donations made in memory of Linda Macedo

Richard and Bunny Brown  
Favier Farms  
John & Jeani Ferrari Family  
Robin Flournoy  
Lonnie and Lola Hendricks  
Susan Hooper  
Denny and Patricia Jackman  
Bill and Shirley Kirby  
John and Eleanor Lema  
Martin and Stacey Machado  
Charles and Sally Magneson  
Bill Martin  
Sue Ann Nichols  
Gayle Seoane  
Eric Vink



The accreditation seal recognizes land conservation organizations that meet national standards for excellence, uphold the public trust and ensure that conservation efforts are permanent.



*MONITORING continued from page 1*



*Magneson Organic Dairy in Merced County*

our Merced County Monitoring Team spent two days monitoring the properties and completing the documentation. The team is comprised of Mike Tanner, Lonnie Hendricks and Bill Weir.

specific easement being monitored; the date of the inspection; the printed name and signature of each monitor; and observations relative to the restrictions, reserved rights, and conservation values recorded during the inspection.



*Monitoring Humboldt Ranch done by (left to right) Bill Weir and Lonnie Hendricks (monitoring team members) Darrell DiGiovanni (ranch manager) and Mike Tanner (monitoring team member)*

“Our monitoring volunteers exude a profound love of the land and an unparalleled passion for farmland conservation,” commented Bill Martin, Executive Director of CVFT. “They truly enjoy the monitoring work and are a valuable asset to CVFT. I can’t thank them enough for the work they do.”

Prior to the monitoring inspection, CVFT provides the monitoring team with a Monitoring Workbook for each easement. This workbook contains a baseline report and all past monitoring reports. The baseline report includes maps, exhibits and photographs of the property and documents the status of the land at the time the easement was completed. During the monitoring visit photographs are taken at the same points as photographs that appear in the baseline report. These photographs, taken year after year, provide a visual history of the property and serve as a pictorial timeline.

“I strongly believe in what the CVFT stands for and its mission,” stated Mike Tanner. “In order to remain involved with the Trust and the extremely dedicated people involved with it, I lead the annual monitoring team for Merced County. I am joined by Lonnie Hendricks and Bill Weir, both of whom are retired Farm Advisors. It is a pleasure to visit and inspect the farms and ranches whose owners have voluntarily placed their lands into Agricultural Conservation Easements. I am proud of these owners for their decision and enjoy talking with them each year.”

During each easement inspection one monitor creates written documentation of the visit. This documentation must include identification of the



*Bee boxes set at Humboldt Ranch*



## CVFT has First Annual Crab Feed in Stockton

On February 5, supporters of farmland conservation gathered to enjoy a feast of crab and shrimp, and imbibe on a rich selection of Northern California wines. The Central Valley Farmland Trust held its first Crab Feed at the Waterloo Gun and Bocci Club in Stockton. It was wonderful to see all the families who decided to spend an evening together supporting farmland conservation. The Club's chef pulled out all stops in presenting delicious pasta, sautéed vegetables, a salad of fresh greens and endless servings of local crab and shrimp.

Before dinner, guests checked out the silent auction tables and enjoyed the rich flavors of antipasti and a full bar in the club's lounge. The evening concluded with the announcement of the winners of the silent auction. A raffle was also held and included a wide variety of items including gift baskets, wine, boxed almonds and walnuts and certificates for sporting events.



*Ken Oneto shows guests a wine gift basket while Monica Bianchi announces the winner*

As the evening drew to a close, many guests expressed their appreciation. Their comments were summarized by Diana Westmoreland Pedrozo who stated, "Thank you CVFT board & staff for a wonderful evening. Great food & conversation while raising money to preserve our greatest assets – the men & women who manage our natural resources. As my favorite bumper sticker from American Farmland Trust says, It's not farmland without farmers!"

We hope that you will join us on Saturday, Feb. 6, 2011 for CVFT's second annual Crab Feed. It will again be held at the Waterloo Gun and Bocci Club in Stockton. If you would like to be placed on the invitation list please call Susan at (916) 687-3178 or e-mail her at [shooper@valleyfarmland.org](mailto:shooper@valleyfarmland.org)



*Denny Jackman and Jeani Ferrari watch as winning raffle numbers are announced*



*Guests attending crab feed*



Guests attending crab feed



## Silent Auction and Raffle Donors

**Bass Pro Shops**  
**Monica and Ed Bianchi**  
**Markus and Liz Bokisch**  
**Burroughs Family Farms**  
**Ward Burroughs Family**  
**Crop Production Services**  
**Delicato Winery**  
**John and Jeani Ferrari**  
**First Street Gallery & Frame Co.**  
**Robin Flournoy**  
**Mike Kuppenbender**  
**LangeTwins Winery and Vineyards**  
**Charlie and Sally Magneson**  
**Bill Martin**  
**McConnell Estates Winery**  
**Maxwell and Diane Norton**  
**N & S Tractor**  
**Pacific State Bank**  
**Peltier Station**  
**Jim Peterson**  
**Sacramento County Farm Bureau**  
**R&G Schatz Farms, Inc., dba Peltier Station**  
**Mark Seivert**  
**Sheldon Feed and Supply**  
**Stanislaus County Farm Supply**  
**Kevin Steward**  
**Mike and Denise Van Horn**  
**Vista Almonds**  
**Volvo Rents Construction Equipment**

## Crab Feed Sponsors

### *Farmers*

**American AgCredit**  
**Bokisch Vineyards**  
**Britton-Konynenburg Partners**  
**Calone Law Group**  
**Diane Norton Insurance Agency**  
**The John and Jeani Ferrari Family**  
**Foundation**  
**Jon and Christine Brandstad**  
**LangeTwins Winery**

### *Sod Busters*

**Bank of America**  
**E & J Gallo Winery**  
**James Crecelius**  
**Pacific Coast Producers**  
**Vicky Simonds and Tom Scharffenberger**

### *Gardeners*

**BH Construction Company**  
**Del Monte Foods**  
**Foster Farms**  
**Fred Donald Vineyards**  
**Joseph Gallo Farms**  
**Ken and Florrie Oneto**  
**Stueve Certified Dairy**

## Donor Recognition

Gifts received through May 31, 2010

### Conservator (Gifts \$5,000 and above)

American Ag Credit  
Bokisch Vineyards/Markus and Elizabeth Bokisch  
Community Foundation of Merced County  
County Bank  
John and Jeani Ferrari  
E & J Gallo Winery  
Kyle Herbold  
Vance Kennedy, Ph.D.  
Lange Twins Partnership/Brad Lange  
Richland Planned Communities, Inc.  
Western Farm Service  
Wilbur-Ellis Company

### Steward (Gifts between \$1,500 and \$4,999)

Tim and Suzanne Byrd  
Richard and Sharon Clauss  
Garton Tractor, Inc.  
Hilmar Cheese Company  
Mike Kooyma  
Martin and Stacey Machado  
Charles and Sally Magnuson  
Scott and Pamela Magnuson  
Merced County Farm Bureau  
Vicki Morales  
Maxwell and Diane Norton  
Maxwell Norton Enterprises  
Thomas Scharffenberger & Victoria Simonds  
Wolfsen Land and Cattle Company  
Duncan and Barbara Smith  
Michael and Cathy Tanner

### Supporter (Gifts between \$500 and \$1,499)

Bank of America  
Gene and Patricia Beach  
Jon Brandstad  
Britton-Konynenburg Partners  
Calone Law Group  
Chad Ranch  
Robert Chad and Patti Kishi  
James Crecelius  
Crop Production Services  
Victor DiGiovanni  
Bill Geyer  
Jeanne Gobalet and Garth Norton  
Denny and Patricia Jackman  
James and Dianne Jorgensen  
Janice Jorgensen  
Kevin Knowles  
Stanton Lange  
John Ledbetter  
John and Eleanor Lema  
Linda Macedo  
Charles & Sally Magnuson  
Diane Norton Insurance  
Ken and Florence Oneto  
Pacific Agrilands, Inc.  
Pacific Coast Producers  
Scoto Brothers Farming, Inc./Joe & Auggie Scoto  
Mark and Marsha Seivert  
Tri-State Livestock Credit Corporation  
Michael and Denise Van Horn  
Winton-Ireland, Strom & Green Insurance Agency

### Guardian (Gifts between \$100 and \$499)

Agro Insurance Agency of California, Inc.  
Allied Grape Growers  
Joe and Helen Amarant  
Lee and Ann Anderson  
Arbor Vineyards, Inc.  
Frank and Marie Assali  
John Aud  
Louie and Karen Bandoni  
Garrett Becker  
Eric Benjamin  
Monica and Ed Bianchi  
Michael Bliss Ranch/Michael Bliss  
Don Bo  
Eric and Lorraine Bocks  
John and Robyn Brigham  
John Carlisle  
Tony Carr  
Cederlind Farms  
Alicia Cochran  
Thomas Coultas, Ph. D.  
Crivelli Ranch  
Robert Curtis  
Del Monte Foods  
Fred and Cathy Denier  
Mark and Deolinda Dent  
Richard and Michelle Dodson  
Ron and Georgetta Dolinsek  
Fred Donald Vineyards  
Violet Ehlers  
Arthur Engineering  
Fagundes Farms  
Favier Farms  
Robin Flournoy  
Dan and Donna Forster  
Foster Farms  
Ed Frey  
Joseph Gallo Farms  
Janie and Nick Gatzman  
Bob and Jeanne Giampaoli  
Dario and Josephine Giampaoli  
Gary and Julie Giampaoli  
Raymond and Maris Giampaoli  
Tara Gonzales  
Jackson Gualco/The Gualco Group, Inc.  
Brian Heller/Appraisal Associates of Merced  
Lonnie and Lola Hendricks  
Hilltop Ranch, Inc.  
Brent Holtz  
Timothy and Susan Hooper  
Thomas Job  
Theresa Keihn  
Robert King  
Bill and Shirley Kirby  
E.F. Kludt & Sons  
Peter and Rochelle Koch  
Kverneland Group California, Inc.  
Robert LaVine  
Craig Ledbetter  
Lodi-Lockeford Tractor Company, Inc.  
Lyons Investments  
Virginia Madueno  
Richard and Susan Mahack  
Mape's Ranch  
Bill Martin  
Herbert and Elizabeth McCabe, Jr.  
Steve Meckfessel  
Osha Meserve  
Mid Cal Tractor

Mid Valley Agricultural  
Joanne Mills  
Galen and Melba Miyamoto  
Thomas and Christina Murphy  
Myers Ranch/Jeff Myers  
Jerry O'Banion  
Jean Okuye  
Suleica Ortiz  
Nick Panagakos  
Doug and LuAnn Parson  
John and Kelly Pedrozo  
Marilynne Pereira  
Ann Petersen  
Petersen Electric  
James and Judy Peterson  
Daniel Putnam  
Esther Ratzlaff/Ratzlaff Orchards  
David Raube  
Chuck and Rebecca Robinson  
Frank Ruhstaller  
Sacramento County Farm Bureau  
Saint Martin Vineyards  
Richard Samra  
Dale Sartor and Judy Winzeler  
Tom Schmidt  
Jake Schneider  
Mark and Marsha Seivert  
Gayle Seokane  
Randolph Siefkin  
Paul Simmons  
Scott and Denise Skidmore  
Alvin Sokolow  
Soluri Meserve, A Law Corporation  
Stanislaus Community Foundation  
Stanislaus County Farm Bureau  
R.C. Starn and Sons II  
Claire Stone  
Lloyd Stueve  
Edward Thompson, Jr.  
Evelyn Tolbert  
Trinchero Family Estates/Ron Larson  
William Ulm  
Valley Vineyard and Orchard Supply  
Carel and Linda van Loben Sels  
Carlos Vieira  
Vista Livestock Company  
John Voris  
Paul and Teresa Ward  
Diana Westmoreland Pedrozo  
Vern and Mary Wickstrom  
Cliff Wilcox/Cliffs Design Drafting  
John Williams  
Noah and Lorna Williams  
Winton-Ireland, Strom & Green  
Insurance Agency  
Roger Wood  
Art and Byerly Woodward  
Donald and Charlene Wortley  
Brian Sung Yoo  
Dave and Kathy Zollinger

### Friend (Gifts up to \$99)

A & A Aulakh Farms  
Lawrence and Susan Awalar  
Gloria Barrett  
Thomas Bianchi  
James Brannan  
Bruce Brazil  
Jim Brenner

Richard Brown  
The Burchell Nursery, Inc.  
Arlette Burkey  
Mike Campbell  
Bruce Carman  
Dean and Kathy Cavanaugh  
Vito Chiesa  
Leonard Cicerello  
Michael Clark  
David and Jahna Colby  
Dan and Susan Coston  
Kathleen Crookham  
Jim and Carlene Cunningham  
Audie Dahlgren  
Dillon Delvo  
David Doll  
Gabriel Elefante  
Tom and Roberta Flanagan  
Rick and Mary Furey  
Jerry and Teresa Furtado  
Doug and Sharon Galloway  
Pat Gallichio  
Billy Gatlin  
Debra Gonzalez  
Jackie Gregerson  
Amanda Hickie  
Houston Congregation for Reform Judaism  
Gwen Huff  
Chuck Ingels  
John Kanno  
Edward King  
DeeWayne Koehn  
Peggy Lemaux  
D.A. and Joanne Marchini  
Merced Hesston, Inc.  
Mario Moratorio  
Al Mouns  
Sue Ann Nichols  
Art Nutter/N&S Tractor  
Jack Owens  
David and Lorraine Passadori  
Suzanne Pecci  
Kus Porter  
Marianne McCarroll & David Powell  
Frances Prudhel  
Richard Radulovich  
Ranchers Tractor Company  
Ana Ringsted  
Lawrence Salinas  
Tom Schmidt and Pat Dahlstrom  
Brian Sinclair  
Heidi Stein  
Mitchell and Sharron Thornton  
Anthony Toso Livestock  
Pat Trieweiler  
Jerry Uyemoto  
Russell and Elizabeth van Loben Sels  
Peter and Joan Varellass  
Joseph Vierra/Cressey Holsteins Rubber  
Belting  
Eric Vink  
Bill and Carol Weir  
Stanley Williams  
Elizabeth Young  
Janet Young  
Nishka Yudnich

# President's Message



Maxwell Norton

These tough times have been hard on non-profit organizations. However, I can assure you that CVFT is financially sound. We are pinching every penny and cutting costs wherever possible. Each year, the trust is audited and we work hard to maintain our national accreditation.

CVFT has several applications from land owners that have the potential to be excellent projects. The trust, as well as those landowners who want to protect their land, will have to be patient until more state, federal or private funding becomes available. Our Executive Director, Bill Martin, has done some amazing work piecing together funding from diverse sources to make some projects come together.

In terms of funding day to day operations, our recent crab feed was a success. Thanks to everyone who attended and those who donated raffle and auction items. Everyone had so much fun that we are going to have a crab feed again next year – stay tuned.

June will be the end of my two year tenure as President. I will be ably succeeded by Ken Oneto from Sacramento County. Ken has served as President of the Sacramento County Farm Bureau and has strong leadership credentials. The CVFT has a six year succession of leadership chairs. We are a very long-term organization and Board leadership is determined well in advance. I will be continuing on the Board as I am in this for the long haul.

I hope I can count on all of our supporters to be with us for the long haul so that CVFT can continue the work that is so important to our region and state.

## Become a Technical Support Advisor

Do you have technical expertise you would be willing to share with CVFT? If so, we hope you will consider becoming a Technical Support Advisor.

Periodically we need the assistance of professional photographers and videographers willing to assist us with visually capturing the beauty of the land, easement celebrations and CVFT events.

To volunteer your services and find out when you might be able to help, please call Susan in the CVFT administrative office at (916) 687-3178. We look forward to hearing from you!

## CENTRAL VALLEY FARMLAND TRUST

### BOARD OFFICERS

Maxwell Norton, Merced  
*President*  
Ken Oneto, Elk Grove  
*First Vice President*  
Denny Jackman, Modesto  
*Second Vice President*  
Mike Van Horn, Merced  
*Secretary*  
Monica Bianchi, Linden  
*Treasurer*

### DIRECTORS

Markus Bokisch, Lodi  
Tim Byrd, Modesto  
Jeani Ferrari, Turlock  
Robin Flournoy, Modesto

## Founding Members

Markus and Elizabeth Bokisch  
Timothy and Suzanne Byrd  
Richard and Sharon Clauss  
John and Jeani Ferrari  
E & J Gallo Winery  
Hilmar Cheese Company, Inc.  
Vance Kennedy, Ph.D.  
Brad Lange/Lange Twins Partnership  
Martin and Stacey Machado  
Charles and Sally Magnuson  
Scott and Pamela Magnuson  
Maxwell and Diane Norton  
Donald and Lynn Skinner  
Duncan and Barbara Smith  
Michael and Cathy Tanner



## Making a Difference – Strategically

By Susan Hooper

**D**id my donation make a difference? That's a question I'm sure we've all asked after making a donation to a charitable organization. For most of us the answer is probably "I don't know."

Certainly you meant well when you gave as a result of a phone call from a local organization, a request from a neighbor or friend asking you to support their cause or the youth group collecting donations in front of your grocery store. But these donations are generally given from the heart and not based on any giving strategy.

In contrast, strategic giving is well thought out and planned. Decisions about how much and where to donate are made well in advance donating. Compared with the spur of the moment giving which is largely based on emotion, strategic giving is based on logic and takes into account your giving capability. Studies show the typical family gives about 3 percent of their income to charity. Of course, the amount you choose to donate is a personal decision and takes into account the amount you can afford to donate with the impact you would like to have. As the amount you donate rises so should your expectations of the organization.

According to Charles Bronfman, co-author of *The Art of Giving*, "Charitable dollars are an investment in fixing a problem you have identified and feel strongly about. A strategic giver should be able to see measurable progress that's commensurate with the amount invested." The more you give, the more you have invested in the cause.

When we give we do so to accommodate a friend or relative, support an organization doing good work in our community or to support a cause. According to Bronfman, most of your giving should be concentrated

in that last category, but you should also be realistic enough to know that you are not going to turn away every friend or relatives request.

So how do you begin to put together a strategic giving plan? To start the process, create a budget that includes a specific amount for charitable giving. Then make a list of the topics or causes most important to you. Next, identify the organizations that meet your criteria. It is critically important you support and believe in the organizational mission of each group you are considering. Look over written materials, the organizational website and talk with employees. Ask yourself the following questions: What population does the organization serve? What is it trying to accomplish? How does it measure its results? Any organization that tells you its results cannot be measured should be avoided.

The mission of the Central Valley Farmland Trust is to work with landowners and conservation partners to preserve agricultural lands in the Central Valley for future generations. Our progress is measured in a number of ways. The most visible is completing agricultural conservation easement projects for local landowners. Since 2004 we have conserved 2,740 acres of farmland, bringing the total acres conserved to 11,222 acres within our four-county region. This year we expect to conserve an additional 1,000 acres in Merced, Stanislaus and San Joaquin Counties.

We do not want a future where our food supply comes from a foreign nation. Our passion for protecting farmland comes from the belief that a local food supply is a safe food supply for you and your family. We hope you will consider the Central Valley Farmland Trust as you develop your giving strategy.