

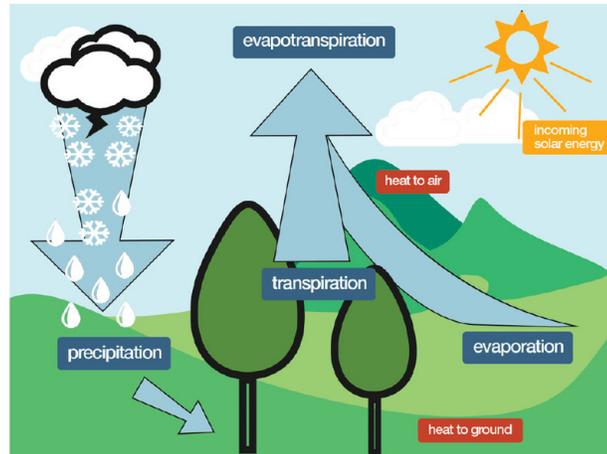
The Golden Agricast

October 2015 Volume 2, Issue 1

Disregarded Truth: Plants Transpire

By Patrick Cavanaugh

*Editor's note: California Ag Today interviewed **Allan Fulton**, a [UC Cooperative Extension, Tehama County](#) irrigation and water resources advisor, to comment on the debate about the agricultural industry's use of water and to focus on a critical but disregarded process—that all plants transpire, even plants cultivated for the crops we eat.*



An infographic outlining the process of evapotranspiration

CalAgToday: We hear in the media that our crops are using too much water. And while all plants need water to grow food, we also know that a high percentage of water taken up by all plants actually transpires back into the atmosphere, to form clouds and precipitation, right?

Fulton: Yes, when plants transpire, the water just returns to the local hydrologic cycle. The harvested crops that we distribute throughout the U.S. and the world are actually very low in water content.

Click [here](#) to read the whole story.

About California Ag Today

California Ag Today was born as a blog called *Ag in the West* in 2007. Today, [CaliforniaAgToday.com](#) covers the state's complex \$45 billion agricultural industry by providing daily and original news across various social media platforms.

The company diversified in 2014 with the creation of the CaliforniaAgToday Radio Network, which now spans the golden state from Brawley to Red Bluff, through the San Joaquin Valley including the Salinas Valley. CalAgToday airs two 2:29-



minute broadcasts each weekday and one 3:29-minute broadcast on weekends.

Broadcasts and longer-formatted interviews stream live, 24/7, on the CaliforniaAgNews.com website. We've added social media and videos to the mix, as well as our eNewsletter, *The Golden Agricast*.

Patrick Cavanaugh serves as the company's Farm News Director, with Laurie Greene as the Associate Farm Director. Owned and operated in Fresno County, California Ag Today is the largest ag radio network to serve the California agricultural industry exclusively.

Meet the California Ag Today Team



Patrick Cavanaugh

Owner, Farm News Director

A well-respected, passionate journalist with a career focused solely on California agriculture, Patrick Cavanaugh presently reports on three media: radio, print and the web. Cavanaugh earned a B.S. in Agriculture Production from the University of Florida, Gainesville, and has farmed table grapes in Arizona, providing him with an inside grasp of agricultural issues and challenges.

Cavanaugh expanded into video reporting in 2008, has been interviewed on television, radio, (both standard and satellite) and print for his expertise in California agriculture, and has moderated panel discussions for various agricultural forums.

Laurie Greene

Co-owner, Editor

Laurie Greene has enjoyed a diverse career in editing, writing, broadcasting and administration. After moving to the California in 2000, Greene worked at University of California, Davis, College of Agriculture and Environmental Sciences, Department of Agricultural and Resource Economics before moving to Fresno.



A transplanted East Coast suburbanite, Greene has come to realize, respect, and admire the creative, hard-working, and environmental stewards of the land - California's farmers and farmworkers - who provide us with safe, nutritious and delicious food.

Greene is Editor of the California Ag Today website, providing daily content and overall website management.

Brian German

Producer, Associate Broadcaster



Brian German is a California native, born and raised in Fresno. Surrounded by productive agriculture in the San Joaquin Valley, German grew up to fully understand and appreciate the dedication it takes to be a farmer.

After discovering his passion for news and storytelling in his high school journalism class, German attended Fresno State where he began working for the campus radio station, 90.7 KFSR and earned his B.A. in Mass Communication and Journalism in 2013. Almost since the California Ag Today Radio Network began, German has been providing excellent broadcasts and production for our listening audience.

Charmayne Hefley

Producer, Associate Broadcaster

Charmayne Hefley, California Ag Today's newest team member, is passionate about the world and educating the public through the narratives of the people directly involved in agriculture.

Hefley developed her passion for and knowledge of agriculture by participating in the FFA and Sigma Alpha, a professional agricultural sorority. Driven to learn, Hefley earned her B.S. in Agricultural Communications from Fresno State in 2015.

Now, with California Ag Today, Hefley is eager to bring media attention to the unwritten stories of California agriculture.



Featured Articles & Broadcasts

FarmFacts Banners Line

Freeways

By Charmayne Hefley

Farm-friendly banners sporting agriculture facts are beginning to sprout along California freeways in an attempt to reach consumers with the truth behind where their next meal comes from. **Kristi Diener**, a member of the [FarmFacts](#) website steering committee and a fourth generation San Joaquin Valley farmer, said the movement has 40 hosted banners lining several of the state's freeways and highways from Ventura to Tracy.

"We wanted to take our message one step further by using the website to expand on the facts presented along the roadways," Diener said. "We



Farmers Willing to Adapt

By Laurie Greene

With increased scrutiny of the agriculture industry's use of resources, growers must be proactive about their farming practices. According to **Roger Isom**, president and CEO of [Western Agricultural Processors Association](#), farmers are willing to adapt.

Isom noted receptive growers are improving their

wanted to demonstrate how hardworking farmers are, so we 'rebranded' them by sharing on-the-job photos of growers and their families in their dusty boots, plaid shirts and blue jeans. These people are not the greedy, 'monopoly-banker' characters portrayed by anti-farming groups. Rather, they are real and industrious people who have families and are trying to earn a living, just like everybody else."

Diener said the movement plans to focus on positive messages.

Click [here](#) to read the whole story.



One of forty banners lining California freeways

farming techniques. "One of the best examples I have for better conservation management practices addresses air quality. Air quality regulators say we've got to put water on the back of tillage disks to suppress dust and to schedule no-farming days," he said. "Wait a minute," he added, "let's get in a room and talk about what you want to do! You want to lower emissions? Well, farmers can combine practices and thereby lower emissions and save fuel and labor. And, we'll do it!"

Isom said farmers appreciate incentive programs. "If I can get some money to help pay for it," said Isom, "I'll do it much sooner. There is nobody out there who doesn't want a new tractor or truck to meet the mandated specifications; but if you provide some help, they will do it much sooner."

Click [here](#) to read the whole story.



Tamarixia radiata (female)

Fighting ACP in California

By Patrick Cavanaugh

With more than 275,000 acres of citrus trees in California, keeping the Asian Citrus Psyllid (ACP) out of commercial groves is a serious task.

California.

Bob Blakely, vice president of [California Citrus Mutual](#), based in Exeter, talked to California Ag Today about how growers are fighting ACP in

Click [here](#) to read the whole story.

Social Media Minute

Social media is critical for the future of agriculture because anti-ag groups like People for the Ethical Treatment of Animals and the Environmental Working Group have 4 million followers on Facebook combined. Agriculture needs to become more involved with social media to engage in the conversation about our nation's food.

Make a plan, take some pictures and add captions. This is the future of agvocating, and we all need to be involved. So go ahead and open up your first (or second) social media account and make waves for agriculture!

Affiliate Shoutout

CaliforniaAgToday Radio Network would like to give a shoutout to our Chico station, News Talk 1290 AM KPAY.

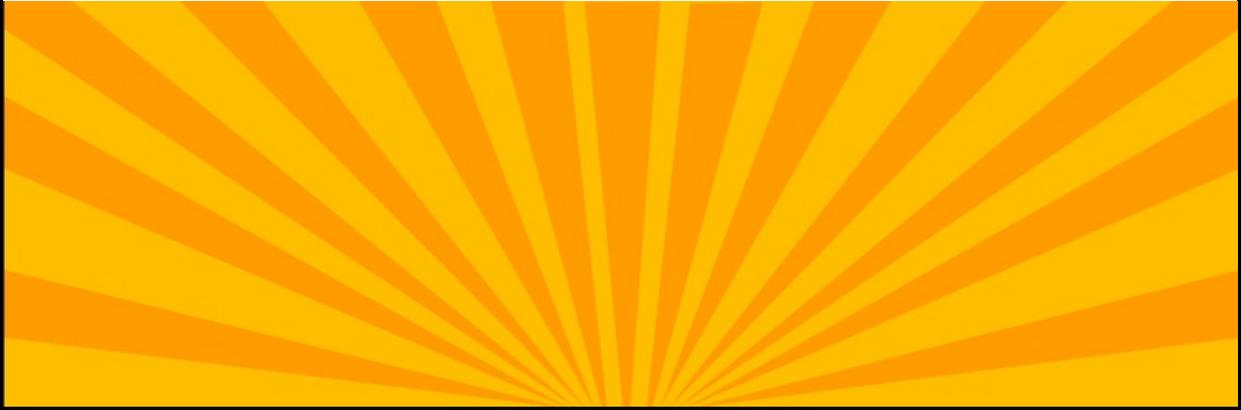
Thank you for your continued support, and for airing our broadcasts on your station at 6:14 a.m. and 7:16 a.m. on weekdays!



Sponsors



Not sure how to start? Stay tuned to our future newsletters for a step-by-step guide on how to get involved in social media.



LET US KNOW WHAT YOU THINK:



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