

**SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

631



**FROM:** Cooperative Extension Department

**SUBMITTAL DATE:**  
December 9, 2014

**SUBJECT:** 2014 Cooperative Extension Annual Report

**RECOMMENDED MOTION:** That the Board of Supervisors:  
Receive and file the 2014 Cooperative Extension Annual Report.

**BACKGROUND:** Program accomplishments, 2013-2014:

- **Smith-Lever Act:** This year, May 8, 2014 marked the passing of the Smith-Lever Act, legislation that created the national cooperative extension system. Since then, the University of California in partnership with counties has delivered research based information and education to farmers and the public with a vision and goal to create healthy Californians, healthy communities, healthy environments and healthy food systems. In Riverside, the University of California entered a Memorandum of Understanding with the County in 1917 to conduct programs in agriculture, nutrition and 4-H Youth Development.
- **Research and education:** In agriculture, Farm Advisors have provided cutting edge research and education that has met the changing needs of agricultural production. Agriculture in the county especially in the eastern part has remained viable. A key factor in Riverside County's Agricultural strength is in the diversity of crops produced. The unique geography and climate have allowed multiple cropping of fruits, vegetable crops and herbs. Our programs address irrigation efficiency,

*Etaferahu Takele* 12/17/14  
Etaferahu Takele, Department Head

Departmental Concurrence

<b>FINANCIAL DATA</b>	Current F.Y. Total Cost:	\$ N/A	In Current Year Budget:	N/A
	Current F.Y. Net County Cost:	\$ N/A	Budget Adjustment:	N/A
	Annual Net County Cost:	\$ N/A	For Fiscal Year:	N/A

<b>SOURCE OF FUNDS:</b> N/A	Positions To Be Deleted Per A-30	<input type="checkbox"/>
	Requires 4/5 Vote	<input type="checkbox"/>

**C.E.O. RECOMMENDATION:** APPROVE  
BY: *Debra Cournoyer*  
Debra Cournoyer

**County Executive Office Signature**

- |   |                                 |
|---|---------------------------------|
| <input checked="" type="checkbox"/> Consent | <input type="checkbox"/> Policy |
| <input checked="" type="checkbox"/> Consent | <input type="checkbox"/> Policy |

Dep't Recomm.:  
Per Exec. Ofc.:

BACKGROUND (Continued):

development of new crops and varieties, increasing productivity, profitability and feasibility analyses of enterprises, pest and disease control in viticulture, subtropical horticulture, vegetable crops and small farms, and field crops. We also get program coverage from cross county advisors in dairy management, environmental horticulture, natural resources management, nursery production and agronomy. During the 2013-14:

- A new early market table grape variety named Valley Pearl identification was finalized and patented for the Coachella Valley growers; IPM programs developed to reduce use of number of insecticide applications necessary to manage the Three-cornered alfalfa hopper (TCAH) and Potato leaf hopper; timely detection of diseases prevented huge economic losses in lettuce and okra; economic studies identified avocado production costs and profitability and identified what we can learn from the northern growing regions. Ongoing projects include Canker disease prevention and control study in young grapevines and the use of technologies of implementing Regulated Deficit Irrigation for enhancing water use efficiency while improving the quality of red wine grape varieties; new crop variety trials such as winter production plant varieties for the Palo Verde Valley and new crops such as Pitahaya, olive and stevia in the Coachella Valley.
- Nutrition, Family and Consumer Sciences: Educators in this program have targeted reducing the high rate of obesity and diabetes in Riverside County especially targeting those areas with the highest obesity rates for children. We have documented the behavioral changes resulting from our training in eating smart and being active. We reached thousands of clients and showed behavioral changes in planning meals ahead, shop with grocery list, think about healthy choices and using nutrition labels to make choices. We have increased our outreach and ensure the federal dollar be used more efficiency, we collaborated with multiple agencies including several school districts, department of Public Health, office of aging and churches and charities.
- Youth Leadership and Good Citizenship Training: The 4-H Youth Development program plays a special and vital role launching young people into healthy and productive lives. Research (Waves of the Future by Tufts University) has shown that youth have the capacity to thrive when presented with resources for healthy development found in families, schools, and communities regardless of their background, socioeconomic status, race and gender (Lerner, et. al., 2009). Our 4H youth have continued to show strong leadership and good citizenship. As an example, in 2013-14; one of our 4H club was first place winner in the World Expo contest in 2013 with a video titled "Agriculture Feeding Tomorrow" showing their pride in agriculture and agricultural profession. Another youth served his community by producing vegetable crops and donating it to the local food bank.
- Master Gardener Program: Riverside County is one of the pioneers for the establishment of a Master Gardener volunteer program in the University of California and has become instrumental for the expansion of the program throughout the state. Since its inception in 1980, the University of California Cooperative Extension (UCCE) Riverside County has disseminated ~1,500 Master Gardener graduates into the community with knowledge to extend environmentally safe and economically efficient gardening and landscaping. Annually the UCCE Riverside County Master Gardeners provide over 15,000 hours in community gardening education. We have expanded our program. The desert class has increased its training capacity and is

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working with multiple agencies to expand its outreach. Our God Miners project was first place winner in the 2014 UCCE competition of 'Innovative Projects' in the Search for Excellence.

The 2014 Cooperative Extension Annual Report can be accessed from the Cooperative Extension Department web site: <http://ceriverside.ucanr.edu/> or directly from the following link: <http://ceriverside.ucanr.edu/files/202639.pdf>.