

# FOCUS AGRICULTURE

Focus Agriculture is Agri-Culture's "first-in-the-nation" educational program. It's an opportunity for community leaders to participate in a nine-session intensive program acquiring knowledge about a broad spectrum of agriculture. These day-long seminars cover such topics as:

- ❖ Production and labor
- ❖ Government relations and politics
- ❖ Environment and technology
- ❖ Ethnic groups in agriculture
- ❖ Regional diversity of commodities produced
- ❖ Marketing and foreign competition
- ❖ Farm tours and hands-on experience

Agri-Culture will grant each class member \$1,500 toward the tuition expense. The class member will pay the remaining \$500. One hundred dollars will be refunded if the participant has achieved 100% attendance for all sessions. Class members may be removed from the program if they miss two sessions.

Twenty participants will be chosen for Class XXVIII.  
Seminars will be held one Friday each month unless otherwise scheduled  
commencing Friday, March 10, 2017  
Applications are due **Friday, January 13, 2017**

Applications are also available at the Agri-Culture office  
141 Monte Vista Ave., Watsonville  
831) 722-6622  
[agri-culture@sbcglobal.net](mailto:agri-culture@sbcglobal.net)  
[www.agri-culture.us](http://www.agri-culture.us)



*Sponsored by Agri-Culture, a non-profit organization  
dedicated to educating the public about agriculture in  
Santa Cruz County and the Pajaro Valley*

# Frequently Asked Questions About Focus Agriculture

## 1. What are the benefits of participating in Agri-Culture's Focus Ag class?

Focus Agriculture is a first-in-the-nation, national award winning program. It allows community leaders to have a two-way conversation with people involved in agriculture. The program is structured so that participants gain in-depth knowledge of the many commodities, issues and people involved in local agriculture here in Santa Cruz County and the Pajaro Valley.

## 2. Who is in the class?

The program is designed so that community leaders from the different fields within the county participate. These include elected officials, appointed representatives, non-profits, news media, local business, environmental groups, educators, etc.

## 3. Who does the training?

Each segment of the sessions are presented by knowledgeable individuals on the day's particular subject. In most cases, it is local individuals who are directly involved in the specific subject. As an example, a grower may speak on the affect of land use planning and a governmental agency may explain urban growth demands. An environmental advocate may talk about water quality. The program is proud to always present both sides of issues. Agricultural issues change and the program changes as well. We rely on the participant evaluations of each session to make the program better.

## 4. Where do these leadership classes meet?

Classes are held throughout Santa Cruz County and the Pajaro Valley to give participants a first hand experience of the different geographic and microclimates that exist in this unique area.

## 5. How long are the leadership programs, and when do they start?

The program consists of nine one-day-per-month sessions. It begins in March and ends in November.

## 6. Must I attend every class day, and are there extra-curricular requirements?

The program is very strict on attendance. None of the presenters are paid for their time. We receive more applications than we select so it's important that the participants attend. There are no extra curricular requirements as part of the program. It is hoped that after a person has graduated from Focus Agriculture, he/she will become more aware and involved in agricultural issues.

## 7. What is the application deadline?

The deadline for applications for the program varies each year but it is normally the middle of January.

## 8. What is the cost of Focus Ag class?

Focus Agriculture costs approximately \$1,500 per participant. The participant is only responsible for \$500 of the tuition of which \$100 will be returned upon perfect attendance.

## 9. What are our expectations of our participants?

In addition to fully participating in the classes, we expect participants to share what they have learned with friends, colleagues and others in the community. As a result, the program's impacts are greatly multiplied.



"Communicating Agriculture"

**FOCUS AGRICULTURE  
CLASS XXVIII, 2017**

Presented by  
**AGRI-CULTURE**

Name: \_\_\_\_\_

Home Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Mailing address (if different from above) \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Employer: \_\_\_\_\_

Position: \_\_\_\_\_

Phone Home: \_\_\_\_\_

Work: \_\_\_\_\_

Cell: \_\_\_\_\_

**E-mail address:** \_\_\_\_\_

*(All communications and information regarding the class will be sent via e-mail so please provide the email address most appropriate for your immediate attention)*

Length of service with current employer \_\_\_\_\_ No. of years in Santa Cruz Co. \_\_\_\_\_

***Please answer the following questions in full. You may attach a resume or additional materials to fully respond; however, each of these questions must be answered on the application form:***

1) Please describe your job responsibilities.

2) List your educational background, including awards and training programs.

3) List major business and professional activities in which you have participated within the past three years, including offices held.

- 4) In your opinion, what are two major issues affecting agriculture in the greater Santa Cruz County and the Pajaro Valley?
  
- 5) How will Focus Agriculture help you in your profession and/or as a member of the community?
  
- 6) How would you share the knowledge obtained through the program with the larger community?
  
- 7) How did you hear about Focus Agriculture?
  
- 8) **References:** List three people who may be contacted to provide information about your qualifications as a Focus Agriculture participant:

Full Name and Title	Address	Phone Number
A.		
B.		
C.		

*I understand that if I am chosen for the program, a \$500 fee will be charged for my participation. **ONE HUNDRED DOLLARS WILL BE REFUNDED AT THE END OF THE PROGRAM IF I ACHIEVE 100% ATTENDANCE FOR ALL SESSIONS.** If I miss two sessions, I may be removed from the program.*

*Signature:* \_\_\_\_\_

Deadline: Applications must be received by the Agri-Culture Office, 141 Monte Vista Avenue, Watsonville, CA 95076 by **Friday, January 13, 2017**

*Late applications will be prioritized last for purposes of equitable consideration*

*Agri-Culture is a private, nonprofit organization incorporated in accordance with section 501(c)(3) of the Internal Revenue Code. Our tax identification number is 77-0212413.*

# FOCUS AGRICULTURE 2017 SCHEDULE

## SESSION DATES

Friday, March 10, 2017

Friday, April 7, 2017

Friday, May 5, 2017

Friday, June 2, 2017

Wednesday, June 28, 2017

Friday, July 28, 2017\*  
(Day on the Farm)

\*Or a date in August mutually agreed by both parties

Wednesday, August 30, 2017

Friday, September 30, 2017

Friday, October 20, 2017

**Participants are required to attend all sessions.**