

**AGRI-CULTURE, INC. ANNOUNCES
NEW AGRICULTURAL EDUCATION PROGRAM LAUNCHES 2026
FOCUS AGRICULTURE - SANTA CLARA COUNTY**

Quotes from Focus Agriculture Santa Cruz County Graduates

"Focus Agriculture provided me with a cornerstone of comprehension and appreciation for our agriculture and the people behind it on the Central Coast. I am happy that this program is extending into Santa Clara County..."

Jimmy Panetta, Congressman, United States House of Representatives

"...in health care we know that nutrition and wellness go hand-in-hand, but I now have an even greater understanding of the essential connection between agriculture and the health of our community..."

Nan Mickiewicz, President/CEO, Dominican Hospital

"...As a community college leader new to the region, learning about the challenges facing local farmers helped shape my conversations with faculty and staff about our academic programs in agriculture technology and horticulture..."

Matthew Wetstein, President, Cabrillo College

"...Focus Agriculture...opened my eyes to many different aspects of agriculture in my home county - and was an invaluable grounding as I encountered those issues and interests as a state legislator and cabinet secretary..."

John Laird, Senator, State of California



"Communicating Agriculture"

FOCUS AGRICULTURE SANTA CLARA COUNTY

Agri-Culture's "First-in-the-Nation" Educational Program

Has come to Santa Clara County

2026 Applications now being accepted

Focus Agriculture Santa Clara County is an opportunity for 20 community leaders to participate in a six-session intensive program acquiring knowledge about a broad spectrum of local agriculture. These day-long seminars cover such topics as: Overview, *History, and Current Issues of Santa Clara County Agriculture; Small Farms & Wineries; Day on the Farm; Land Conservation; and New Technology/Graduation*

Focus Agriculture Tuition - \$500

Up to 20 participants will be chosen for Class 1. Sessions will be held one day each month unless otherwise scheduled commencing Friday, June 10, 2026

Applications are due **Wednesday, April 15, 2026**

Applications are also available at the Agri-Culture office

141 Monte Vista Ave., Watsonville

(831) 722-6622

agri-culture@sbcglobal.net

www.agri-culture.us



Sponsored by Agri-Culture, a non-profit organization dedicated to educating the public about agriculture in Santa Cruz and Santa Clara Counties

Frequently Asked Questions About Focus Agriculture

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

Focus Agriculture Santa Clara County 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 Clara County.

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 effect 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 Clara County 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 five one-day-per-month sessions. It begins in June and ends in October.

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 extracurricular requirements as part of the program. It is hoped that after a person has graduated from Focus Agriculture Santa Clara County, 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 April.

8. What is the cost of Focus Ag class?

Focus Agriculture costs approximately \$1,500 per participant. The participant is only responsible for \$500 tuition.

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 SANTA CLARA COUNTY

CLASS 1

2026

Presented by
AGRI-CULTURE, INC.

Name: _____

Home Address: _____

City: _____

State: _____

Zip: _____

Mailing address (if different from above) _____

City: _____

State: _____

Zip: _____

Employer: _____

Position: _____

Phone 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 Clara 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 Clara County?

- 5) How will Focus Agriculture Santa Clara County 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 Santa Clara County?

- 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. 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: **Wednesday, April 15, 2026**

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 SANTA CLARA COUNTY 2026 SCHEDULE

SESSION DATES

Overview, History, and Current Issues of Santa Clara County Agriculture
Wednesday, June 10, 2026

Small Farms & Wineries
Thursday, July 9, 2026

Day on the Farm
Friday, August 7, 2026*

*A date in August mutually agreed by both parties

Land Conservation
Thursday, September 10, 2026

New Technology/Graduation
Wednesday, October 14, 2026

Participants are required to attend all sessions.