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Speakers to examine trade pact

The Department of Water Resources and the UC Cooperative Extension have teamed up to sponsor a series of drought surviv-
al workshops this summer for growers of trees, vines, forage and row crops. The workshops will address irrigation sched-
uling; monitoring field moisture levels; using furrow, flood, drip and subsurface systems; and following wastewater reg-
ulations. They are being held in Kings, Tulare, Fresno, San-
ta Barbara and San Diego counties in California. For details call your local co-
operative extension office.

Drought brings changes

The National Weather Service is now broadcasting CIMITo data on the NOAA weather radio stations. ETo in-
formation can be heard weekdays through the end of October, during the agricul-
tural weather advisory report. Following is a list of broadcast areas and the radio frequencies (listed in me-
ghertz) used for those areas: Redding 162.55; Sacramento 162.40; Lindsay 162.50; and Bakersfield 162.55.

The CIMIS program has instituted two actions which may mitigate, to some degree, the effects of less than ideal station sites:
1) Station site descriptions will be updated in a more timely manner and in more detail.
2) DWR personnel will designate sites to be placed into a category labeled "climatological sites." Clima-
tological sites will be those where ETo generated by the weather station is considered to be significantly affected by poor site charac-
teristics. When a user accesses data on the CIMIS computer, these sites will be indicated with an (*) placed before the name. This flag will indicate that a site deficiency exists and the site description should be examined. If site characteris-tics improve, the (*) will be removed.

It is hoped that these actions will enable users to use CIMIS data with more confidence. If there are questions concerning the conditions of a particular station, contact local farm advisors, water districts, private consultants or appropriate DWR district offices for assistance.

ETo info hits the air waves

CIMIS information is published quarterly in Update. Articles are provided by staff of the Water Conservation Of-
cice, Agricultural Section of the California Department of Water Resources, located in Sacramento. For more informa-
tion about CIMIS call your local DWR district office, or in Sacramento, (916) 322-6820.

Weekly ETo variations

Fresno: 1/20/91 = 4/20/91

Chart shows ETo variation from normal over last four months.

CIMIS studies weather station sites

There are two major factors influencing the reliability of weather station data. The first is accuracy of instrumentation. The second is conditions at a site. A discussion of site suitability is the subject of this article. Instrument operations will be discussed at another time.

CIMIS has specific criteria for locating weather stations but the realities of life frequently limit us to selection of sites which may only approximate criteria requirements. (For informa-
tion on criteria, see CIMIS computer menu item 11, 2). There may not be any "good" sites available, or the site in a UC field station location where obsolete equipment was replaced with a CIMIS type station. In addition, conditions at a "good" site may have changed.

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T

ducing business on both
sides of the border. It will
feature discussions led by
trade specialists representing
both the public and private
sectors.

Featured topics will
include the North American
Free Trade Agreement, mar-
tening, investment, transpor-
tation, phyto sanitary regula-
tions, and the outlook for
California-Mexico trade.

Among those invited to
attend are growers and food
processors, freight forwarders,
marketing specialists, produce
brokers, export sales
managers, transportation/
shipping managers, bankers,
investors, and policymakers.

The conference will
feature a no-host reception,
and introductory sessions the
evening of Wednesday, June 26.
Thursday, June 27 will
include a series of panel
discussions led by specialists
in U.S.-Mexico trade, busi-
ness, joint ventures, market-
ing and animal health issues.

A one-day workshop
designed to show winery
personnel how to develop a
marketing plan for their
product has been sched-
uled for Wednesday, July
10 at the Clarion Inn,
Napa Valley, and again for
Thursday, July 11 at the
Fleming Resort in
Santa Rosa. The Marketing
Plan Development Process
workshop is designed for
individuals who have
marketing responsibilities
for small to medium-sized
wineries.

Instructor will be
Claudia Sersland, associ-
ate professor in CSU,
Fresno's Department
of Agricultural Economics.
She has developed a
workshop program and
workbook to assist
managers in the market-
ing-planning process.

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The workshops will
address irrigation sched-
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measure levels; using
furrow, flood, drip and
subsurface systems; and
following wastewater reg-
nulations.

They are being held in
Bakersfield, Fresno, Sante
Barbara and San Diego
Counties in California.
For details call your local
cooperative extension office.

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degree, the effects of less
favorable weather on the
reluctance of certain users
to collect CIMIS data.

The first action will
enable users to select sites
which may only approximately
meet the criteria.

The second action will
enable users to use CIMIS
data with more
confidence. It is hoped
that these actions will enable
users to use CIMIS data
with more
confidence. If there
are questions concerning
the conditions of a particular
site, contact local
labor advisors, water districts,
private consultants or
appropriate DWR district
offices for assistance.

Sponsors of the event
are CSU, Fresno's California
Agricultural Technology
Institute and Center for
Agricultural Business,
and the California Department
of Food and Agriculture’s
Agricultural Export Pro-
gram. Also working in coop-
eration is Mexico’s Secretar-
iat of Agriculture and Water
Resources.

Registration details for
the conference are provided
under the calendar of events
on page 4.

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Tutorial offers aid to ‘family’ farm operation

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That is just what an agricultural economics researcher at CSU, Fresno, has done as part of a project to help producers improve lagging profit margins. By leading the hypothetical Williams family through a computerized farm record-keeping and budgeting program, Professor James Cothern shows the couple where they could make changes to help bring their operation back into the black. Cothern hopes that by studying the case of the imaginary Williams family, farm producers can gain insights on how to improve the profitability of their own, real-life operations.

The case of the Williams family is analyzed in “William’s Walnuts: An Orchard Management Tutorial,” contributed by Cothern with the help of several other agricultural economists. The tutorial outlines all the physical and operational details of the hypothetical William’s farm, from its 38 acres of walnuts “nestled near the Sierra foothills” in the central San Joaquin Valley to see Tutorial, page 2.

This program will show users how to handle typical day-to-day record-keeping problems.

Please answer the following questions:

1. Font of address (check only) Mr. Ms, Mrs, Dr.
2. Title/Position:
3. Select your main area of interest (check only one box)
   - Education
   - Government Agencies
   - Producer
   - Manufacturing/Services
4. From the category you selected under question 3, indicate your specific area of interest (check only one box)
   - Education
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     - High School, Area:
     - Junior College, Area:
     - Vocational, Area:
     - Other, Type:
   - Government Agencies
     - City Department/Agency
     - County Department/Agency
     - Federal Department/Agency
     - Other, Type:
   - Producer
     - Alfalfa & Feeds
     - Beef
     - Dairy
     - Field Crops, Type:
     - Forest
     - Grapes-Raisin
     - Grapes-Table
     - Hog
     - Honey
     - Lamb
     - Livestock, Type:
     - Pork
     - Poultry, Type:
     - Poultry, Type:
     - Tree Fruits & Nuts, Type:
     - Vegetables, Type:
     - Other, Type:

Check your subscription to Update

- Yes, enter my one-year subscription to Update (Enclosed is my check for $12.00 (international, U.S. dollars only)
- No, I do not wish to continue receiving this publication

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Lyn Bayless

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Contributing Editors: Steve Dixon, Dan Dorsey

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Oxnard, Bakersfield and Modesto. Fee is $150 and is requested by July 3. For a brochure, call (209) 278-4869.

Keep Your Subscription Coming!

Update Calendar

June

4-7 Lotus workshops

Workshops featuring agribusiness applications of Lotus 1-2-3 will be held at CSU, Fresno. "Introduction to Lotus 1-2-3" will be held June 4, "Intermediate Lotus Commands" June 5, "Advanced Lotus Databases" June 6, and "Advanced Lotus: Macros" June 7. Fee is $120 per session. Seating is limited. Call (209) 278-4869.

26, 27 Trade conference

Specialists in agricultural trade will speak at the California/Mexico Agricultural Trade Conference to be held at the Mission Valley Marriott Hotel in San Diego. The program will begin the evening of June 26 and continue through June 27. Registration fee is $165 and is requested by June 14. For a brochure, call (209) 278-4869.

July

10, 11 Marketing plans

A marketing plan development workshop will be held for owners/operators of small- to medium-sized wineries. The workshop will be held July 10 at the Clarion Inn in Napa and July 11 at the Flamingo Resort Hotel in Santa Rosa. Fee is $150 and is requested by July 3. For a brochure call (209) 278-4869.

Calendar of Events

- Workshop on "Marketing Plans and Distribution Strategies for the Wine Industry" July 10, 11. Fee is $150 and is requested by July 3. For a brochure, call (209) 278-4869.
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CONFERENCE SCHEDULE

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