



COLUSA COUNTY CONSERVATION

VOLUME 2 | ISSUE 4 | JUNE, 2012

IN THIS ISSUE:

Welcome.....Pg. 1

About the
CCRCD.....Pg. 2

Colusa County
Grown.....Pg. 3

Watershed Management
PlanPg. 4

Do you need
Assistance?Pg. 4

CCRCD on The
Radio!Pg. 5

Free Irrigation
Evaluations.....Pg. 5

CCRCD Projects...Pg. 6

Integrated Regional Water
Management.....Pg. 7

Meetings and
Workshops.....Pg. 8

It's Farmers Market
SeasonPg. 9

CIP Native Plant
Garden.....Pg. 10

WELCOME *by Mary Fahey, Watershed Coordinator*

The Colusa County Resource Conservation District recently held a “kick-off” meeting for our newest project, **Colusa County Grown**. **Colusa County Grown** will promote Colusa County agricultural producers who sell their products directly to the consumer. Similar efforts have proven successful in Placer County (Placer Grown), Capay Valley (Capay Valley Grown), Solano County (Solano Grown), and many others.

I am excited about this project for many reasons. I am a small scale agricultural producer myself, and I sell my products directly to the consumer through a variety of outlets. I also started Colusa County’s first certified farmers market in Arbuckle and I continue to manage the market into its fifth season. I have firsthand knowledge of the challenges that small scale farmers face in getting their name and their products out to local consumers in a rural county. **Colusa County Grown** will provide exposure and marketing expertise to our local growers, while giving consumers the information and incentives they need to find and purchase local products. The project will bridge the gap between local producers and consumers, and also has great potential to enhance the visibility of Colusa County’s amazing agricultural landscape to folks outside of our area. This project is also an excellent opportunity for the RCD to work with all of the communities throughout the entire county.



Photo: Mary Fahey

For more on **Colusa County Grown** and our kick-off meeting, see page 3.

MISSION

The mission of the CCRCD is to assist local landowners to protect, conserve and restore natural resources through information, education, and access to technical assistance programs. In doing so the CCRCD will always take measures to protect the individual landowner's rights and fully support "from the ground up" conservation planning that promotes local, social, and economic sustainability through wise land use.

(Adopted: March 21, 2002)

BOARD OF DIRECTORS

Jay Dee Garr, President
Tom Hickok, Vice President
Robert Alvernaz, Director
Ben Felt, Director
Kim Gallagher, Director
Beth Nall, Director
Gilbert Ramos, Director

ASSOCIATE DIRECTORS

Sarah Reynolds

STAFF

Patti Turner, District Manager
Mary Fahey, Watershed Coordinator

CONTACT US

Colusa County RCD
100 Sunrise Blvd., Suite B
Colusa, California 95932
Phone: 530.458.2931, ext. 3
Fax: 530.458.3683
info@colusarc.org

VISIT OUR WEBSITE:

WWW.COLUSARCD.ORG

ABOUT THE COLUSA COUNTY RESOURCE CONSERVATION DISTRICT (CCRCD)

The CCRCD focuses their efforts on:

- Promoting resource management and conservation practices that will improve the health of Colusa County Watersheds
- Supporting measures that provide for the best use of the land while sustaining our natural resources and local economy
- Providing conservation education to ensure Colusa County's natural resources will be valued and protected in the future

CCRCD's Natural Resource Priorities:

- Identify natural resources issues and concerns within all Colusa County Watersheds
- Reduce erosion and sedimentation
- Work with all agencies of authority to reduce and control flooding
- Improve water quality and development
- Promote conservation practices for municipal, industrial and residential use
- Encourage the use of native vegetation and removal of non-native invasive species
- Improve Rangeland and Forest Resources
- Improve and Conserve wildlife and fishery habitat
- Reduce roadside pollution
- Protect agricultural viability
- Promote conservation education
- Promote director and staff development



Photo: Mary Fahey

COLUSA COUNTY GROWN KICK-OFF MEETING

We had a great turnout at the kick-off meeting for the CCRCD's latest project, **Colusa County Grown**. There were 18 people in attendance, including agricultural producers, CDFA, California Women for Agriculture, Master Gardeners, Garden Club and a County Supervisor.

Topics discussed included an introduction to the Colusa County Resource Conservation District, an overview of the Farmers Market Promotion Program (funder for this project), and an overview of the Colusa County Grown project. We also presented the project timeline, discussed eligibility to participate in the program and presented our goal, which is to increase the visibility and economic viability of Colusa County agriculture and to increase consumer awareness. We hope to also create a plan to sustain Colusa County Grown past the life of the grant.

The remainder of the meeting was a group discussion about ways in which producers can help with the program such as helping to solicit participation from other producers, hanging flyers and posters and helping to promote the program. We also received feedback on the logo and theme that will be used on all marketing materials.

At the end of the meeting, we handed out surveys to the producers in the room. The surveys will be used to measure project success. We will also be surveying consumers and our two local farmers markets. By project end, we hope to see the following results:

- Producers: increased sales and sales opportunities
- Consumers: increased awareness of local shopping opportunities, increased knowledge of the benefits of fresh, local produce, and increased loyalty to shopping locally
- Farmers markets: increased sales, increased vendor and consumer participation at the markets

Our next steps include conducting surveys and working on mocking up a few potential logos and getting those out for review. **We will have sample logos at the Colusa County Fair, in the horticulture building, with an opportunity to vote for your favorite concept!**

If you are a Colusa County producer that sells your agricultural product(s) directly to the consumer, please contact us to get on our Colusa County Grown mailing list:
phone: 530.458.2931 X3
email: mary.fahey@ca.usda.gov

Colusa County Grown Project Overview - Marketing

Marketing Strategy:

- Recognizable logo and tagline (slogan)
- Saturate the area with CC Grown
- English & Spanish



Marketing Materials:

- Flyers & posters
- Postcards
- Road signs & yard signs
- Banners
- Tent cards
- Shopping bags
- * Local Food Guide
- * Website

Page from the Powerpoint presentation

If you would like to be added to our mailing list, please contact Mary at: 530.458.2931, X117 or email: mary.fahey@ca.usda.gov

The powerpoint presentation and other information can be found on our website at: <http://www.colusarcd.org/nodes/projects/ColusaCountyGrown.htm>

COLUSA BASIN WATERSHED MANAGEMENT PLAN UPDATE

The Colusa Basin Watershed Coordinator is currently compiling feedback and writing the first full draft of the Plan. Once the draft is completed, it will be distributed to stakeholders and TAC for two rounds of review before the Plan is completed. The first draft, originally anticipated to come out in May, should be available in June, 2012. The following eight goals are being addressed in the Management Plan:

1. Protect, maintain and improve water quality
2. Promote activities to ensure a dependable water supply for current and future needs
3. Preserve agricultural land and open space
4. Manage and reduce invasive plant populations
5. Reduce destructive flooding
6. Reduce soil erosion
7. Preserve and enhance native habitat
8. Address unknown future affects of climate change

If you would like to be added to the list of stakeholders participating in the review process, please contact the Colusa Basin Watershed Coordinator, Mary Fahey at: 530.458.2931 X117, or email: mary.fahey@ca.usda.gov. You can also view the draft sections of the Plan on the CCRCD website at www.colusarc.org, on the Projects page.



Photos: Mary Fahey

DO YOU NEED ASSISTANCE WITH A NATURAL RESOURCE CONCERN?

When the Colusa Basin Watershed Management Plan is completed at the end of 2012, the Colusa County Resource Conservation District will begin work on projects to address the goals and objectives of the Plan. We are planning for new projects now. Do you have a natural resource issue on your land that you would like to see addressed, but need help? The CCRCD is currently creating a database of potential projects and seeking funding opportunities for implementation. **Please let us know if we can assist you, or if you would like more information:** 530.458.2931 X3 or email: mary.fahey@ca.usda.gov.

CCRCD ON THE RADIO!

The Colusa County RCD was recently contacted for an interview by radio station 99.1 FM, Air1 Radio, which is licensed to Williams and serves Colusa County and the surrounding area. The station's public affairs reporter interviewed CCRCD District Manager, Patti Turner and Watershed Coordinator, Mary Fahey, for a segment on the "Colusa County Grown" campaign and the RCD in general. This was a fun opportunity to help us get the word out to listeners about our organization and our programs. **The segment will air on Sunday, June 3 at 6:30 p.m. on 99.1 FM on the "Closer Look" program.**

FREE IRRIGATION EVALUATIONS FOR LOCAL GROWERS

It is irrigation season and now is the time to make sure your systems are working as designed! Did you know that the Yolo County Resource Conservation District's (RCD) Yolo-Colusa Mobile Water Lab offers free irrigation evaluations? Farmers in Yolo County and surrounding regions are encouraged to take advantage of this free service.

Uneven irrigation distribution can result in either inadequate water delivery or over-irrigation in cropland which may lead to crop damage, poor production, or leaching of nutrients or pesticides to ground water. Improvements in irrigation water management help maintain the long-term viability of the irrigated agricultural sector. Water savings at the farm level help offset the effect of rising water costs and restricted water supplies on producer income, and improved water management reduces expenditures for energy, chemicals and labor inputs, while enhancing revenues through higher crop yields and improved crop quality.

The Mobile Lab provides the following free services:

- Map of the irrigation system's pressure and flow measurements
- Field observation of clogging and emitter wear
- Water application rate determination
- Irrigation distribution uniformity analyses
- Irrigation scheduling and assistance
- Expert advice on system improvements and maintenance

Each participating grower will receive a confidential irrigation evaluation report. This free service is funded by the Bureau of Reclamation, the California Department of Water Resources Office of Water Use Efficiency and Transfers, and the Natural Resources Conservation Service.

For more information on this program, or to schedule an evaluation please contact the Mobile Lab Manager: Heather Nichols at (530)-661-1688 ext. 12 or nichols@yolorcd.org.



Photo: Jack Alderson

To learn more about the Yolo RCD's other programs, please visit their website at www.yolorcd.org.

A FEW OF CCRC D'S PROJECTS

COLUSA BASIN WATERSHED COORDINATOR

This project includes completing a stakeholder-driven Watershed Management Plan, working on identifying and mapping invasive weed populations, creating a watershed education program for local youth and conducting a great deal of natural resources outreach and education throughout the watershed.

COLUSA COUNTY GROWN

This marketing campaign will showcase Colusa County agricultural producers that sell their products directly to the consumer. The project will also focus on nutrition education, highlighting the benefits of eating fresh, local and seasonal produce. We will create an eye-catching logo and a suite of marketing and educational materials to promote local producers and their products.

BEAR CREEK RANCH MERCURY REDUCTION PLANNING

The CCRC D's Bear Creek Mercury Reduction Planning Project will provide the necessary steps to create shovel-ready projects in Bear Creek and Cache Creek. The project will complete all steps necessary to support future implementation projects to reduce mercury-enriched sediments associated with previously identified depositional zones on the Bear Creek Ranch. Supporting documents completed during the process will include; geomorphic site characterization & implementation feasibility assessments, remediation design & engineering, and permitting documentation.

INTEGRATED REGIONAL WATER MANAGEMENT PLANNING

CCRC D staff have been assisting our local government by representing Colusa County through participation in the Westside and Northern Sacramento Valley Integrated Regional Water Management Planning (IRWMP) efforts. Public workshops have been held for each planning effort and the groups are working on drafting Goals and Objectives. See pages 7 for more information.

CALIFORNIA STATEWIDE GROUNDWATER ELEVATION MONITORING (CASGEM)

CCRC D staff have been assisting County government by taking on the responsibilities associated with the CASGEM program, including completing the County Groundwater Monitoring Plan.

For more information on our projects, please visit our website at www.colusarc d.org



Photo: Mary Fahey

NORTHERN SACRAMENTO VALLEY INTEGRATED REGIONAL WATER MANAGEMENT PLAN

Participating Counties in the North Sacramento Valley IRWMP: Colusa, Glenn, Butte, Sutter, Tehama, Shasta

Draft goals and objectives for the Northern Sacramento Valley IRWM Plan were brought to the full board for review at a special meeting on May 7. The Board requested some refinements, including the addition of a new education goal, and narrative descriptions of each objective to ensure clarity.

The revised draft goals and objectives, along with the narrative statements will be presented to the Board at their next meeting on June 4. All TAC and Board meetings are open to the public and subject to the Brown Act.

**Please see the website for more information, including a meeting calendar:
www.nsvwaterplan.org.**

WESTSIDE INTEGRATED REGIONAL WATER MANAGEMENT PLAN

Participating Partners:

- Lake County Watershed Protection District
- Napa County Flood Control and Water Conservation District
- Solano County Water Agency
- Water Resources Association of Yolo County and its 11 member agencies
- Colusa County Resource Conservation District

The next Meeting will be held June 4, 2012 from 2-5 PM at the Vacaville Public Library 1 Town Square Place, Vacaville, CA 95688. The group will be reviewing the Draft Regional Description, refining goals and objectives and making a call for potential projects.

For more information, please contact Public Information Coordinator Kim Floyd at 530-661-8115, or email info@westsideirwm.com, or check the website at www.westsideirwm.com

What is Integrated Regional Water Management?

Integrated Regional Water Management (IRWM) is a collaborative effort to manage all aspects of water resources in a region. IRWM crosses jurisdictional, watershed, and political boundaries; involves multiple agencies, stakeholders, individuals, and groups; and attempts to address the issues and differing perspectives of all the entities involved through mutually beneficial solutions. The IRWM grant program is administered by the California Department of Water Resources. For more information, visit DWR's website at:

www.ca.water.gov/irwm/

UPCOMING MEETINGS, WORKSHOPS & EVENTS

Colusa County RCD Board Meetings

CCRCD Board meetings are held the first Wednesday of every month at the Colusa Industrial Park conference room, 100 Sunrise Blvd., Colusa, CA 95932 at 5:00 p.m. The public is welcome to attend. **During June, July & August, our meetings will be held the first Tuesday of the month. Our next Board meeting is Tuesday, June 5, 2012**

For more information, visit our website: www.colusarc.org

Northern Sacramento Valley Integrated Regional Water Management Planning (NSV IRWMP) Technical Advisory Committee Meetings:

Third Thursday of every month, 9:00 a.m., Willows City Hall
Next meeting is **June 21, 2012**

Board Meetings:

Next meeting of the NSV IRWMP Board is **June 4, 2012**, 9:00 a.m., Willows City Hall
The Board will be discussing the draft Goals and Objectives of the Plan, and possibly adopting them

For more information visit their website: www.nsvwaterplan.org

Westside Integrated Regional Water Management Planning

The next Meeting will be held June 4, 2012 from 2-5 PM
at the Vacaville Public Library, 1 Town Square Place, Vacaville, CA 95688
The group will be reviewing the draft Regional Description, refining goals and objectives and making a call for potential projects.

Colusa County Fair

June 7-10. "Stars, Stripes and Fair Delights"

For more information, see the website: http://www.colusacountyfair.com/03_county_fair/index.html

CALIFORNIA NATIVE GRASSLANDS ASSOCIATION WORKSHOPS

June 30: Mt. Tamalpais Grassland Ecology, Identification, and Monitoring

Marin Municipal Water District and Mt. Tam

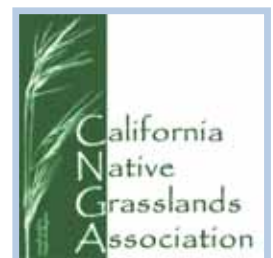
Learn about grassland ecology, grass identification, and monitoring through the hands-on case study of Potrero Meadow on Mt. Tamalpais. The morning will be in the classroom, followed by an afternoon in the field on Mt. Tam putting our new skills to use! Instructors are Andrea Williams, Ashley Ratcliffe and CNGA President Jim Hanson. We hope you can join us!

Fees: \$40 CNGA Members / \$50 Non-members / \$30 Students w ID

Fall 2012 - Dates not yet scheduled:

- Natives in the Built Environment (Davis)
- Improving Land Health and Profitability--A Workshop for Ranchers (Willetts)
- Grassland Restoration Field Practices (Elk Grove)

For more information, see the website: www.cnga.org



IT'S FARMERS MARKET SEASON!

In our small communities, local Farmers Markets are more than just a place to pick up a few vegetables. These venues are shining examples of communities coming together. Our Farmers Markets serve as places where neighbors can visit and catch up, families can have a fun and inexpensive outing, and of course, market-goers can purchase homegrown, homemade, hometown goodies. Our farmers markets feature a variety of fresh fruit, vegetables, cut flowers, free-range eggs, nuts, meat, handmade crafts, baked goods, community information and more. Other great stuff you may find at your local market include dinners, musical entertainment and childrens' activities.



Here are just a few good reasons to support your local farmers markets:

- *Produce at a farmers market is the freshest and tastiest available, picked when ripe and brought directly to the market*
- *Fresh, local, seasonal, unprocessed food is the most nutritious food*
- *Buying directly from the producer gives the consumer an opportunity to ask questions, share ideas and know exactly where and how their food is produced*
- *Shopping at a local Farmers Market enhances the local economy*
- *Supporting your local Farmers Markets invigorates your community and supports local producers and dedicated community members who work hard to bring you these Markets every year!*

How can you resist? Spend some time at your local Farmers Markets this summer:

Arbuckle Certified Farmers Market

Opening Day for season #5 is June 6

Wednesday evenings from 5:00 - 7:30 p.m.

LaVanche Hursch Community Park in downtown Arbuckle

www.arbucklerevitalization.org

Features a weekly bbq dinner from local restaurant, Tommy's Market Grill

Colusa Farmers Market & Concert in The Park

Opening Day is June 11

Mondays from 4:00 - 7:00 p.m.

The Colusa Market will be sharing their venue with the City of Colusa's Music in The Park Concert Series this year

Glenn County Certified Farmers Market (Orland and Willows)

Opening Day is June 2 in Orland

Saturdays from 9:00-12:30 p.m.

Orland Library Park at 4th and Yolo Streets

Opening Day is June 6 in Willows

Wednesdays from 4:00- 7:00 p.m.

Downtown Willows at Butte and Sycamore Streets

Photo: Mary Fahey

CIP NATIVE PLANT GARDEN

In May, 2011, the Colusa County Resource Conservation District planted a native plant garden in the front of our office building at Colusa Industrial Park. I am happy to report that the garden is thriving, and just a couple of weeks ago, I was excited to see a California Quail checking out the garden.



August, 2011



April, 2012



May, 2012