

# AGKNOWLEDGE 2008

Applications due  
March 1, 2008

## Seminar Schedule:

April 18

May 16

June 13

July 18

August 15

September 12

October 10

November 14

All Seminars are full day sessions

## AgKnowledge 2008

is limited to

20 Fellows

2008 Tuition \$950.00

Applications available from  
Monterey County Agricultural Education

831.455.8177

[www.montereycountyageducation.org](http://www.montereycountyageducation.org)  
[connie@montereycountyageducation.org](mailto:connie@montereycountyageducation.org)

OR

Grower-Shipper Association

831.422.8844

[www.gsva.org](http://www.gsva.org)

## AGKNOWLEDGE

This Executive Seminar Program provides policy makers, educators, media, and other community leaders the opportunity to “walk in the shoes of a farmer”, to see Monterey County through the eyes of those involved in the many facets of agriculture.

AgKnowledge Fellows will better understand the heart of those that work the land or otherwise contribute to the production and distribution of agricultural commodities.

The eight day-long seminars, held once a month, cover topics such as technology, economics, regulations, labor, marketing, cultures, quality assurance, and heritage.

AgKnowledge Fellows explore the impact agriculture has on local communities, international nutrition and health, political issues, geography, stewardship, water, and urban interface in personal, hands-on interaction with industry professionals.

By participating in AgKnowledge, Fellows develop an appreciation of the broad spectrum of issues affecting agriculture and gain a better understanding of the people, families, history, and future of the agriculture industry.

The long term goal of AgKnowledge, is to develop and sustain community support for farmers, ranchers and all those involved in Monterey County Agriculture.



## AgKnowledge Inaugural Class Comments:

“It was a full sensory experience to hear, see, smell, taste and touch the wide variety of .... Monterey County agricultural industry. Perfectly complimenting this experience was the cadre of industry leaders who graciously shared their knowledge. Without a doubt, I strongly recommend the program.”

*Wayne Tanda, Director, Monterey County Office of Resource Management*

“AgKnowledge was an amazing experience. I walked in thinking I knew a good deal about the agricultural industry. Wrong. The program opened my eyes and taught me far more than I ever imagined. Industry leaders shared their insight in farm fields, board rooms and research labs. Their depth of agricultural knowledge made the program worthwhile and challenging. I would recommend this program to fellow journalists and anyone else who wants to learn more about the county’s leading industry.”

*Carolina Garcia, Executive Editor, The Monterey County Herald.*

Partial syllabus of AgKnowledge 2007:  
Leafy Greens Marketing - Joseph Pezzini  
Ag Economics - Lorri Koster, Mike Costa  
Spanish Land Grants - Mike Trescony  
Ag Land Use - Alana Knaster  
Labor Unions - Pete Maturino



### MONTEREY COUNTY AGRICULTURAL EDUCATION, INC.

*Monterey County is one of few counties, nationwide, to have an independent, permanent organization dedicated solely to ag literacy and advocacy. The organization was established, in the mid - 1980s, to increase the public understanding of the needs and benefits of a viable ag industry.*

*The programs and events of Monterey County Agricultural Education have been recognized at the local, state and national level as high quality, innovative and dynamic.*

### GROWER-SHIPPER FOUNDATION

*The Grower-Shipper Association of Central California has been serving local agriculture since 1930. The Foundation was established by the Grower-Shipper Board of Directors to develop relationships and understanding with the non-ag community by providing factual and educational information about the agricultural industry.*



# AGKNOWLEDGE

*“No race can prosper  
till it learns that there is  
as much dignity in  
tilling a field  
as in writing a poem.”*

*Up From Slavery - 1901  
Booker T. Washington*

*A partnership program of  
MONTEREY COUNTY  
AGRICULTURAL EDUCATION, INC.  
and  
GROWER-SHIPPER  
FOUNDATION*