

Today is _____, _____ the _____. This is Ken Morgan's Northcoast Ag Report, our lead story is about _____ when we return

Story of Modern Agriculture Needs to Be Told to Free Farmers to Feed the World

Over the past 40 years the world's population has doubled and we can expect the world's population to increase by another 50 percent over the next 40 years.

Dr. Frank Mitloehner, a Professor and Air Quality Specialist with the Department of Animal Science at the University of California Davis, says, to feed that growing population, agriculture must be allowed to become as efficient as possible.

Clip-Dr. Frank Mitloehner-University of California Davis:

I think we are on the right track with respect to how we produce livestock today but we're not on the right track on how we communicate as to how we do it and why.

One of the stories that you hear out there is that in the 1950s and 1960s we had a much better agricultural production then.

Everything was greener and therefore less environmentally harmful.

The opposite is true.

We needed way more, three to four times more animals to produce the same amount of food and we did so under conditions that were not welfare enhancing.

We had to tie animals onto equipment.

We had to hand milk or hand raise animals.

We had to, or we did put manure straight into the next stream to get rid of it.

All of these things are unthinkable today.

We are a much more sustainable animal agriculture today than we were in the 1950s and 1960s but this red barn idyllic picture is in the heads of people.

They think that's what they want but I don't think they know what that entails.

Dr. Mitloehner says the animal agriculture field needs to step out of their cave and really engage with the public who increasingly often wants to know how animal protein is produced and why.

there's nothing to be hidden there's nothing to be ashamed of, people are proud and they should be but in order to stay in business they need to tell their story.

WEEK ENDING: February 5, 2017

RELEASED: February 6, 2017

WEATHER

The week began with high pressure over the Great Basin. By mid-week an onshore surge of moisture associated with a Pacific northwestern system arrived. A brief break occurred on Saturday between systems before a second Pacific northwestern storm brought additional precipitation to the State on Sunday.

Widespread rains and snow fell across the northern two thirds of the State last week, with Monday and Tuesday being dry statewide. On Saturday, rain was confined to an area centered between Sacramento and Redding with amounts reaching up to a quarter of an inch. On all other days, light to moderate rains fell across the State. Most places in the valley received one and half to two inches of rain, with around one inch in the southern valley. Coastal locations received one to two inches of rain, with the Los Angeles basin receiving between half and one inches. The deserts largely missed out on the rains. Additional **snowfall in the mountains were just under two feet in most of the northern and central Sierras, with one foot being the norm in the southern Sierras. The northwestern coastal ranges received up to six inches of new snow.**

Temperatures were cool enough to result in overall growth of the snowpack except at low elevations and latitudes.

Temperature highs were in the 30s to 50s in the mountains, 50s to 60s in the valley and along the coast, and 50s to 70s in the desert. The temperature lows were in the 0s to 30s in the mountains, 30s to 40s in the valley and along the coast, and 30s to 50s in the desert.

FIELD CROPS

Growers continued to wait for fields to dry out sufficiently to resume planting winter grains and other crops. The planted grains and field crops continued to mature at an excellent rate,

FRUIT CROPS

Orchards in the San Joaquin Valley began to dry out, allowing for some orchard pruning and new planting of trees where the ground had been previously prepared for planting. Pre-bloom sprays were applied to some stone fruit. Pruning, tying, berm sanitation, and brush shredding were starting up again as vineyards and orchards dried. In drier locations the removal of older orchards and vineyards continued in preparation for replanting with new varieties. The **Navel orange** harvest picked up with the clear weather. Satsuma **tangerines** continued to be harvested.

NUT CROPS

As field conditions permitted, orchards continued to be pruned and brushed. Some late dormant sprays were applied. **Almond** buds were popping and swelling in the Southern San Joaquin Valley.

VEGETABLE CROPS

Winter vegetables continued to mature. Harvest resumed in some areas when weather permitted. In Madera County, weed control was ongoing for **tomatoes**. Application of herbicides to mature **onions** occurred. **Carrot** harvest was about 50 percent complete.

LIVESTOCK

Non-irrigated pasture and rangeland continued to green up in response to the much needed precipitation and warming temperatures. Range were reported to be in excellent to good condition. Sheep grazed idle fields and dormant alfalfa fields. Supplemental feeding of livestock continued but not to the extent of recent months. Where field conditions permitted, bee hives were staged in preparation for the pending bloom season.