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Reggie Knox: Community Organizer

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Reggie Knox



Photo by Tomas Cleary

Community Organizer

As a community organizer focusing on sustainable agriculture, Reggie Knox has become a kind of Renaissance Man of sustainable agriculture, working with a remarkable number of organizations serving farmers. He currently works with California FarmLink, helping keep the state's farmland in agricultural production while connecting farmers with technical and financial assistance as well as affordable land. He coordinated the Community Alliance with Family Farmers (CAFF) Lighthouse Farm Network, connecting a statewide network of growers, advisors, researchers, and other agricultural

professionals interested in reducing pesticide use; he eventually became CAFF's state program director. He worked with California Certified Organic Farmers (CCOF) on national standards development.

Knox grew up in Davis, California, and spent summers in the Sierra Nevada, where he developed enthusiasm for natural history. As a child he worked in a backyard plot with his father; in high school, he created an extensive garden with some friends as an independent study project. As an undergraduate at UC Santa Cruz, Knox became interested in the intersections of agriculture and community development when he took a course with prominent California agriculture scholar Bill Friedland on the economics and politics of United States agriculture. He double-majored in earth science and community studies.

Knox's early farming experiences began during his senior year in college. Various internships and jobs connected him with influential local farmers such as Frances Corr and Dennis Tamura of Blue Heron Farm, Sam Earnshaw and Jo Ann Baumgartner of Neptune Farms, and Mark Lipson of Molino Creek Farm. He interned with Lipson in the offices of CCOF (a position that eventually became a paid job), and with the Natural Resource Conservation Service (then called the Soil Conservation Service).

Knox also conducted a ten-month field study in France, working with a regional natural park. A Rotary Foundation scholarship took him to Sri Lanka to do agricultural research and consulting. He spent six months in Japan, including a visit to Masanobu Fukuoka's model no-till grain farm. He attended an International Federation of Organic Agriculture Movements (IFOAM) conference in Burkina Faso, traveled in Northern Africa, Zimbabwe, Malawi, and Botswana, and consulted for AID in Madagascar.

This interview with Reggie Knox, conducted by Sarah Rabkin in her Soquel home on December 8, 2008, reveals some of the ways in which these varied experiences and influences have informed Knox's current work, contributing to his efficacy as an agrarian community organizer.

Additional Resources:

California FarmLink: <http://californiafarmlink.org/joomla/index.php>

Community Alliance with Family Farmers: <http://www.caff.org/>

International Federation of Organic Agriculture Movements [IFOAM]: <http://www.ifoam.org/>

See Reggie Knox, "IFOAM Conference Report, *California Certified Organic Farmers Statewide Newsletter*, Volume XI Number 2 Spring 1989, pp. 3-4.

Beginnings

Rabkin: So today is December 8th, 2008, and this is Sarah Rabkin. I'm interviewing Reggie Knox in Soquel [California]. Reggie, I'll start with the same question that I begin every interview with. When and where were you born?

Knox: Born in Sacramento, because my parents were living in Davis, May 15, 1962.

Rabkin: And where did you grow up?

Knox: Davis, and also in the summers, we always went up to Echo Lake near South Lake Tahoe and spent the summers up there for a few months in a cabin.

Rabkin: I noticed that on some website, your little bio says that your interests are surfing and Echo Lake.

Knox: [Laughs.]

Rabkin: And how did you get interested in sustainable agriculture and community development issues?

Knox: I've been thinking about this. I think that agriculture is an innate thing that a lot of us have inside. Sometimes it's dormant and it gets awakened by an experience. I certainly see that working with young farmers these days. Once you have the bug, you have got to farm.

Anyway, I got interested in gardening with my father. He always had an extensive garden on an empty lot on our block in Davis. And then my grandfather bought some land outside of Davis, and when I was in high school, I did an ag project class independent study for at least two years, where I got credit to grow a garden with a couple of friends.

Rabkin: Was this a public high school in Davis?

Knox: Yes.

Rabkin: That sounds like a nifty project.

Knox: Yes. We had a large garden. So I discovered plants that way.

Rabkin: You mentioned your dad. Was he professionally interested in agriculture?

Knox: No, but both of my grandfathers were very interested in agriculture, so he was probably interested from that perspective. His father had orange groves and walnuts in Southern California. He grew up in Pomona. So I heard stories about that. He used to get up on cold nights and light the smudge pots in the orange grove and that kind of thing.

Rabkin: And your other grandfather as well?

Knox: Yes, he was into horticulture and landscaping and really into his garden in Canoga Park. He was a hardware store owner eventually, and I think he was involved in some ventures with relatives in commercial ag as well, that may not have been too successful.

My dad's father really had a career in agriculture, and ended up on the California Fruit Growers Exchange, which became Sunkist. I think he started as an office boy at the California Fruit Growers Exchange when he was young and then became a board member, ultimately, at Sunkist. I'm not sure when it changed to Sunkist. I have an old interview with him about that. But yes, he was really into getting these different orange groves, ten acres here and there (one of them was right across from their house) and walnut groves. Later he got into the citrus packing materials business and was involved in that for many years.

Rabkin: So you caught this bug, and you had this big project in high school.

Knox: Yes.

Rabkin: Gardening—what did you learn or glean from that experience?

Knox: I think just working with plants, being out in the garden. We got to go out there after school—I enjoyed the meditation of it. And then at UCSC, I took Bill Friedland’s Economics and Politics of U.S. Agriculture class. That’s where I started getting interested in the community development part of it. I didn’t know I had the farming bug, because I was equally interested in natural history from being up in the Sierras. I studied geology and community studies as a double major at UCSC. So I was equally passionate about that. It was when I started farming that I really got the bug. I started my last year in college, in 1987, and then continued for three years after that. That first year of farming, I was really excited about it, and it never let go of me after that. [Laughs.]

Rabkin: Tell me about that first farming experience. How did that come about?

Knox: Dennis Tamura had been the farm manager up at the UCSC Farm and Garden, and he and Francis Corr started a partnership called Blue Heron Farms.¹ So around 1987, I started working there for Dennis and Fran down on Golf Club Drive at the base of Pogonip. I think either that year or the next year, they expanded onto an additional five or six acres across the creek, Pogonip Creek, and so we could walk there. We had eleven acres total, the whole Golf Club Drive, at least two owners there who we were leasing from, and then the place across the creek that was eventually built on by Santa Cruz Operation [SCO].

We were very diverse. There were twenty or thirty different kinds of lettuce, potatoes, flowers, and we made bouquets. We built a couple of greenhouses and did the propagation—a very intensive, diverse farm. In the peak of the summer, we'd have fifteen-plus employees out in the field on the hot days. A lot of them were students and people coming through town. We didn't have Mexican crews at that time on that farm. I ended up doing management of the field operations, labor and greenhouse propagation. I worked with the crews in the fields harvesting, planting, moving irrigation pipe, etc.

Rabkin: How did you initially connect with Dennis?

Knox: I think I connected more with Fran. At that time, I was interested in farming. I also worked part time on various farms, including Molino Creek² [and] Neptune Farms, that Sam Earnshaw and Jo Ann Baumgartner had at Ivy Lane and on Baker Road.³ I was exploring. And then the opportunity came up to work with Fran. I think I just met him through the farming community.

One of my initial contacts in the agriculture community was Mark Lipson at CCOF [California Certified Organic Farmers]. I did a community studies internship with him in 1987, in my last year of college. I went to work in the CCOF office. It was just Mark and one other half-time person, Phil McGee. It was the early days of CCOF as a nonprofit. I worked part time with Mark and Phil in the CCOF office (in the old *Good Times* building) and in the fields on various farms.

Blue Heron later became Santa Cruz Farms. When the partnership split up (just for clarification), Dennis took the Blue Heron name and went out to Corralitos, and Fran got a new name, Santa Cruz Farms, and I stayed mostly with Fran, although I did work at the Corralitos farm the first year of the transition. It may be that the first year they were still in partnership, and then they went with separate farms. Santa Cruz Farms continued at the Golf Club Drive site, and Fran also leased some land north of town from State Parks on Wilder Ranch. Fran eventually took another path and got into the family oil business on the East Coast. Santa Cruz Farms, I guess, ended at that point. And Blue Heron continues, of course, to this day.

I was studying earth science and I was studying community studies. I was really excited about natural history and getting out on the farm and working with crews. A lot of it was working with people on a daily basis all day long—hoeing and planting and doing things together, being constructive, creative, working hard until we were giddy and having fun on the farm, making bouquets for hours on end, preparing for farmers' markets, and getting up early. That community aspect of it, working with friends on the farm, was really important. And then also seeing the life cycles of plants and being with plants—from planting the seeds in the trays, watching them sprout in the greenhouse, and learning when you put them out in the field—all the way to the end, where you're handing the beautiful, vibrant lettuces and produce to people at the farmers' market who just love it. Palo Alto Farmers' Market is one that I did a lot and Berkeley Farmers' Market, and I did deliveries to Berkeley Bowl and Monterey Market, getting to know all of the great people all the way along, from

working on the farm with them, to the retailers, and the people at the farmers' markets who loved us and our product. So the people aspect of it and the community aspect of it, as well as the plant and natural world aspect of it and that kind of rhythm that the *plants* had, was really important to me as well. Yes. That's where I really got the bug.

I also loved studying geology, and discovering why rocks and mountains are the way they are, and the Sierra [Nevada] and lakes. But I got tired of the hard science classes. Community studies, studying about social change, sounded really attractive. I took the class with Bill [Friedland]. I took some more agroecology classes and that kind of thing after that. I got involved with the Farm and Garden project a little bit, but just peripherally. I never did the Apprenticeship program at the Center for Agroecology.

The social change motive really rang true with me, partly because of family background. My mom was a high-school teacher for a little while. That was before she had four kids and stopped teaching. But she was down in Southern California. She was really interested in social issues and was reprimanded during the McCarthy era for talking about the Japanese internment camps in the United States during World War II with her high-school kids. She had a strong social motive.

And my brothers and sisters (I was the youngest of the four)—my older brother and sister in particular were active during the Vietnam War [anti-war

movement]. We went to peace marches in the City [San Francisco] with the whole family. So social change became really important to me.

I did my long field study for the Community Studies program in France, working with farmers in the eighties.⁴ I graduated in '87, so it was in '85, '86. I did a whole ten-month field study in an organization in France, the Parc Naturel Régional, a regional natural park, which is a French institution. There were about twenty-two of them in rural areas around France, working on ecology and environmental issues, as well as agronomy, tourism, and community development in general. I did a study involving interviews with a hundred farmers and mayors of small towns near La Rochelle on the west coast of France. It was a classic community studies project. I had spent time as a child in France. So I solidified my second language at that time. That was exciting and interesting.

The community studies major at UCSC set me off in a career working in community organizations, like it's supposed to. (laughs) I was a classic community studies student in terms of the path that I took and the way that it influenced me. One of the earlier internships I did through community studies was with the Natural Resource Conservation Service. I did a one-quarter internship with Rich Casale, who, to this day, is the main conservationist in the National Resource Conservation Service in this area, out of the Aptos office. I saw how a government program got involved in conserving farmland and watersheds.

I started getting exposed to CCOF and the different kinds of organizations in this field. Then the excitement and the passion that I had for working on the farm with people and getting to know plants awakened. I hadn't taken any biology in college, but farming awakened my latent interest in biology and plants. I had done amateur botanizing up in the Sierras with wildflowers, and started to realize that broccoli and these plants that we were growing were actually in the same families as the plants that I had been trying to learn in the mountains. So that reinforced my interest in farming and biology. That was really exciting, too. There's an overview of what I was passionate about and how I got into it all at that stage in the eighties.

Rabkin: That's a lovely accounting of the work that you do. It really lies at the nexus of a passion about natural history, and a passion for community, and an interest in feeding people.

Knox: Yes, exactly.

Rabkin: Tell me about the consulting work that you've done abroad. I understand that you spent time in Africa and India.

Knox: Yes. I was fortunate to get a Rotary Foundation scholarship to do graduate studies, and I chose India and Sri Lanka as the places that I would go for that year-long scholarship.

Rabkin: What year was this?

Knox: This was 1993, '94.

Rabkin: So until then, you had been working with the farms.

Working with California Certified Organic Farmers [CCOF]

Knox: Right. I had been working with farms. And then the CCOF internship developed into a job. I continued to work for CCOF all the way through 1998 in various different capacities, although there was at least that one hiatus when I was doing the Rotary Foundation scholarship. But yes, by 1989 or so, I had part-time employment at CCOF. I was the regional farm inspection coordinator and Central Coast chapter rep. I was also doing farm inspections. By the early nineties, I was doing about twenty to forty-five farm inspections per year, mostly in the Central Coast. So I got to know a lot of the growers in this area. Some of the inspections were in the Central Valley, in Southern California, and all around the state. I was also helping CCOF develop an inspector training program and coordinate some of our very first inspector trainings. I eventually ended up working on national standards development as well. Bob was director by then.

Rabkin: Bob Scowcroft.⁵

Knox: Yes. He would send me to national meetings as a CCOF rep on a volunteer basis. I participated in a bunch of interesting policy meetings with many of the organic farm groups around the country and wrote up reports for CCOF.

Attending IFOAM in Burkina Faso, Ouagadougou

But back to the international question. I wanted to go to Africa and visit my sister. It was 1990. My sister was living over there for a couple of years. She's a freelance journalist, she and her husband both. They were freelancing in South Africa and then Zimbabwe. It happened that the IFOAM [International Federation of Organic Agriculture Movements] conference was going to be held in Burkina Faso, Ouagadougou, that year, in the winter. So Steve [Gliessman] allowed me to represent the Agroecology Program, and be their proxy vote for the IFOAM board at the Ougadougou meeting.

Rabkin: So you were staying in touch with Steve Gliessman, although you had long since left UCSC.⁶

Knox: Yes, and I never even had Steve Gliessman as a teacher, but I did take a sustainable ag class co-taught by his wife Robbie [Jaffe] and Patricia [Allen].⁷ I got to know Steve through Robbie, or just by hanging around the farm. A friend of mine, Kent Royal, was building the old glass greenhouse up there that they recently took down and replaced. We did an adobe brick workshop for the greenhouse floor. I got involved in stuff like that at the farm.

I wrote an article for the CCOF newsletter about the Ougadougou conference. I was starting to write articles for various publications. From '91 to '93 I joined the board of the Organic Farmers Association Council (OFAC), on behalf of CCOF.

OFAC was a national advocacy organization representing organic farmer groups all over the country. I wrote articles for their newsletter as well.

So Africa was an interesting experience. I'd never been there. From the Sahel, I went down to Zimbabwe, and home-based there for a few months. I did several extended trips in different parts of the world during college and afterwards. I took breaks from doing classwork at the university to go do these self-motivated agricultural research trips, the first one being the mandatory community studies fieldwork in France.

So I traveled around Zimbabwe and visited all of the interesting agriculture projects that I could find—permaculture operations, interviewing researchers and taking notes to write articles. I still have all of the notes from that trip. It's pretty interesting stuff, but I never got much published. I also went to Malawi and Botswana. That was a four-month trip.

Rotary Foundation Scholarship with the NeoSynthesis Research Centre in Sri Lanka

Then I came back and continued on at CCOF doing chapter coordination and inspections. When I got the Rotary graduate research scholarship, I affiliated with an organization called the NeoSynthesis Research Centre in Sri Lanka, which was led and founded by a prominent Sri Lankan ecologist—an entomologist, I think—Dr. Ranil Senanayake. He comes from an important family in Sri Lanka. One of his uncles was a prime minister. Ranil eventually had to get out of Sri Lanka for the safety of his family. In fact, when I was there,

working with the people at the NeoSynthesis Research Institute, he was already by that time living mostly in Australia. He had moved his family to Australia. He was coming back and doing seminars for us and helping run the Center and other projects he had going.

There was another guy from the Bay Area affiliated with the Center, which is how I found the organization. His name is Jerry Moles. He's an anthropologist and forestry guy. He had a close friendship and involvement in the development of the NSRC [NeoSynthesis Research Centre] in Sri Lanka. There was a UC Berkeley doctoral researcher, Yvonne Everett, who did a research project over there on the forest gardens of Sri Lanka. That sounded very interesting. In the highlands of Sri Lanka, rainforests were being cut down. AID [Agency for International Development] was doing major projects. They were installing huge swaths of pine and eucalyptus where there had been cloud forest and rainforest and tea plantations and such in the highlands. They were considered to be economic crops. They harvested the sap from the pine trees to make cosmetics and industrial products. This was in the era of big AID projects that often were ecological nightmares, so it was messing up the whole hydrology of the highlands. That was part of the story, but then there were also increasing population pressures on the highland ecology and cloud forest, not to mention the old tea plantations that already replaced a lot of the highland ecology and forest.

More and more, the abandoned tea plantations and steep lands in these highland areas were being farmed by individuals, by small peasant farmers. They had an

old system called forest garden agriculture. That's what NSRC and Yvonne Everett called it. There were some really great sustainable practices to be understood in that traditional kind of agriculture that was integrating food crops, fiber crops and economic crops in this forest environment—changing it, but not drastically. So we were learning from that. I was looking at what the NSRC researchers were doing. The researchers and Sri Lankan students were out there working with the peasant farmers who are trying to scrape all the vegetation off and put in intensive veggie gardens to feed markets in the cities with the growing population, and getting pushed on to the steeper and higher and more erosive lands.

So we were trying to bring the best of this traditional agriculture back, and extend those techniques to people. [And] there was a site that NSRC had in the highlands in Bandarawela that was an old tea plantation where they were doing research and trials to restore the land using—the term they used was “analog forestry.” That's bringing in successions of economic plants that mimicked the traditional rainforest. These plants, like cardamom, papaya, teak and jackfruit, included native cloud-forest species, forest garden species and non-native species that filled the ecological roles of the key native species. It was a strategy for succession to climax forest with changing crops over time that could be harvested economically by people. It was a fascinating project, and I got to be an observer and a researcher. The Rotary Foundation was very flexible. Many people with these graduate research scholarships with Rotary would go to a university like Oxford and do a graduate program. I got to affiliate with a nonprofit and do my own study.

Rabkin: So you weren't pursuing a graduate degree in connection with an institution.

Knox: No. I was not pursuing a graduate degree.

International Perspectives

Rabkin: How did your experiences and what you learned in that international work affect, or inform, what you do back in California?

Knox: Well, I'm a strong believer in how international experiences and different cultural experiences are a key part of anyone's education. It's extremely beneficial to see other cultures and learn other languages. I'm a big advocate of learning languages. The French base that I have really helped me learn Spanish later. Currently in my job with FarmLink, I work on a weekly basis with Spanish-speaking clients. I studied Sinhala in Sri Lanka; I studied Japanese on an earlier trip in the eighties when I spent six months in Japan, and visited Masanobu Fukuoka's farm.⁸ That was the earliest international farm stuff I was doing. California's a multicultural place, and we need these skills. The cultural sensitivity is a key part of it.

I also learned firsthand how international rural development works. I interviewed people at US AID in Sri Lanka and got to know them and the projects they were working on. I was invited to give presentations at AID in Sri Lanka and at Southeast Asian conferences on organic and sustainable

agriculture. One of the Rotary Foundation requirements is that you give presentations to Rotary Clubs and other groups while you're there and when you get back.

Rabkin: There are Rotary Clubs in Sri Lanka?

Knox: Yes. Apparently Rotary (I'm not sure if this is still true, but I wouldn't be surprised) is the largest provider of scholarships for international work for students, and they also have international programs for teachers. It's not as prestigious as some of the other scholarships—Fulbright and that kind of thing—but it's big. It was a very positive experience for me. I often encourage others to look into it.

Before leaving for Sri Lanka, I audited a course at Stanford on East Indian history and development. So I had a take on what academics were saying at that time about development and AID, and the big mistakes that had been made and were being made. And then I got to go see that and talk to people in NGOs and at the AID about what was going on and what had gone on and how things were changing. The starkness of the mistakes that had been made in the U.S.'s attempts at international rural development definitely influenced how I went on to think about sustainable ag development in the U.S. It fueled my interest in the community development part of it, and in nonprofits. Along with a little bit of farming, my whole career for twenty years has been in nonprofit sustainable-ag development.

International Certification Issues

Rabkin: So these travels happened sort of concurrently with, or in the middle of, your working with CCOF. And among the various things you did with that organization, you were doing a lot of farm inspections, certification inspections. Given how much of that you've done, I'm interested in hearing your experiences with that, and your take on the strengths and limitations of the certification process, and the standards as they are now and as they have been, as you've done these inspections.

Knox: I'm getting retrained right now to start doing inspections again. The last inspection I did was 1998. Things have changed a lot. It's amazing to see how big CCOF is now. The farm inspection and certification process is way more structured and formulaic now. It has to be, in order to accommodate larger farming and food-processing companies that have come into organics. The system is more in line with the mature national and international certification and accreditation standards from other industries that are overseen by government. It's less of an in-house industry standard. Generally, I think the certification system for organics has a lot of integrity, is less useful to very small farmers, and more useful to the real industry players, and that is what we set out to do with organic certification in deciding to institute a federal organic law.

In Sri Lanka and later in Madagascar as an AID consultant, I got involved in the development of local certification standards. In Sri Lanka, I worked with an organization called the Lanka Organic Agriculture Movement, LOAM, which

was looking into developing their own certification standards at that time. IFOAM [International Federation of Organic Agriculture Movements] was interested in seeing the developing countries create their own certification system and standards, so that it wouldn't have to always be the developed world flying their inspectors to the developing world, who would pay to get their organic operations certified by foreigners. I thought that was a noble goal, and something that I wanted to work on. I worked with a LOAM farmer committee to write the first draft of Sri Lanka's own organic standards.

Later, in 1996, I took a job with Abt Associates as a consultant on a U.S. AID project in Madagascar. I interviewed a whole bunch of producers, mostly of essential oils and spices, and wrote a report about how to support those producers. Of course AID's goal was to help them increase exports to the U.S. It was called MAELSP, the Madagascar Agricultural Export Liberalization Support Program. I was a sub-sub-sub-consultant.

In the old French colonial history in Madagascar, there had been a system of agricultural extension agents that helped small farmers develop. That had fallen by the wayside a long time ago. People were doing wild harvesting with some serious negative ecological impacts—they were growing ginger and other spices on steep slopes, and they were stripping the bark of the ancient cinnamon trees, an unhealthy harvest of the agricultural resources that were there. It was a degraded agriculture, and the family farmers or peasants needed a lot of support. That's the way I saw it. They needed [agricultural] extension. They

needed help. So my bent after I saw what was going on over there was to weave that into my report: "This is what really needs to happen over here."

For AID I was interviewing not only producers, but companies that were exporting, and asking about their needs and how it was working, and how certification was working. It was European certifiers coming over to do inspections and certify those ranches to get them into the European market or into the American market. But could they be doing their own certification and develop their own certification program?

That was the big question at that time: Were we going to be able to have developing countries create their own systems for doing this, and were those standards going to be accepted in Europe and the U.S? So that fed into the work that was being done about accreditation of organic certifiers between countries.

As the organic movement got bigger, there were inspectors that, especially with language skills, were going to France. CCOF was a statewide organization, but they were already seeing the need to certify processors of products that were receiving California-grown product in other states and eventually other countries. CCOF eventually embraced certification of packers, handlers, and processors from out of state.

I was an advocate of developing countries developing their own certification systems and us supporting them in doing that, which is tricky, because ultimately it's a market-driven thing, and if there's no trust for the big handler

that's going to buy the product, then they're just going to hire their own inspection person that they know in the U.S., and *do* it. I think that was one of the reasons I kind of shied away from going in the direction of international inspections. I was working for several certifiers by that time, not just CCOF. But it wasn't community-based enough for me.

Rabkin: You wouldn't have been embedded enough in the communities you were working with?

Knox: Right. I mean, the AID project in Madagascar was a great experience for me and good pay and one of my earliest consulting gigs—but it felt weird to be staying in a hotel where the nightly fee for the hotel was more than an average person on the street makes in a whole year. I didn't want to go in the direction of just being the consultant who flies over there and doesn't really understand what's going on in the community. I'm not sure if I'd feel the same way exactly [now], based on the way the industry has changed. But that's how I felt in those days. So I steered away from inspections and got into other things.

Other debates at that time about the certification standards: Are small farmers being served in the States by the national standard and by certification? When the national standard went to requiring everybody who uses the word "organic" to be certified, a lot of small farmers were upset, because they didn't want to be part of this big, expensive system. But ultimately now, and especially with the development of the local foods movement, the people who are direct marketing who don't feel like they need to be certified don't get certified. I don't think

they're complaining too much about it. So it was right to embrace a national rule for organics. But that was a big question as we went down the path of involving the USDA, and requiring the USDA to accredit certifiers, and requiring everybody who used the word "organic" to be certified. Was it really going to serve small growers?

I'm of the opinion that bringing the government in, despite the expense and the bureaucracy, was the right thing to do, because of the potential to bring government resources into growing the organic movement, making it more accessible to more consumers and more farmers, and having a standard that allows interstate trade and international trade.

Community Alliance with Family Farmers [CAFF]

Rabkin: What impacts do you see, on the farmers that you work with, of the development of increasingly large certified organic farming operations, the growth in scale of organic?

Knox: I thought about this a lot when I was with CAFF, Community Alliance with Family Farmers. I worked from 1994 to 2003 at CAFF in various capacities, and finally as state program director for that organization the last few years of my tenure there.

We were really seeing concentration in conventional ag continuing, and an increasing lack of access to traditional markets for small growers—a lack of

access to distributors in particular, and wholesale markets. Organic agriculture was following that path. It happened earlier in conventional agriculture, and organic followed along the same trend. My initial years at CAFF I was involved in what we called the Biological Farming Program, and the Lighthouse Farm Network, programs to do outreach and extension around farming practices and reduction of pesticide use. These programs were funded by Cal Fed and the EPA, and designed specifically to reduce pesticides such as Diazinon in the waterways of California in the Central Valley.

So we shifted halfway through my CAFF career to a focus on “Economic Options for Family Farmers.” This included development of the farm-to-school programs and the Buy Fresh, Buy Local [program], since the traditional markets were drying up even for organic farmers. There were some small distributorships around Santa Cruz at that time that I hope some of the interviewees will discuss in more detail, like United Organic.⁹ These small organic distributorships went by the wayside. And as a result, we started working on direct marketing programs. The farmer constituency of CAFF asked us to not only focus on practices, but to also focus on marketing and the economic landscape, and how that relates to family farmers. Thus we went into these marketing support programs.

Rabkin: How successful have those been?

Knox: Well, I’ve been away from program development at CAFF since 2003, but those programs are certainly part of this new local food movement (that seems

new for some people). [Laughs.] We've got to continue developing direct markets for small farmers. We've got to make sure the farmers' market system is healthy, and that what's left of the state direct marketing program is going to ensure that farmers' markets stay, because farmers' markets are hugely important. This is something that I don't think people focus on enough—the amount of cash that changes hands and the number of small farmers that the 450 or so state certified farmers' markets keeps in business. These markets are a venue for thousands of growers statewide and provide good livings for people. Farmers' markets are the backbone of direct marketing. And now people are developing very successful CSAs, and we have a nascent farm-to-institution thing developing.

There is a buzz about local and organic and nutritious food, with Michael Pollan as one of the successful spokespeople. I've been excited about the connection in the last couple of years between agriculture and the health sector, and the way this past Farm Bill happened, with connections being made between obesity and disease and nutrition, and all the nutrition and hunger advocates really trying to hammer out for the first time how to, not just have food stamps competing against the conservation titles in the program, but are we actually going to be able to work together and change the big picture, the subsidies of commodity crops, and really go to a more green Farm Bill? I think these new collaborations have helped move the whole sustainable food and agriculture movement forward. All of these programs, like Buy Fresh, Buy Local, farm-to-institution and farm-to-school, are certainly part of it. It feels more well-articulated in the last few years, and there are more people working on it in academia. I don't

think it was being worked on in academia at all when we were developing those programs at CAFF. So these are good signs.

Central Coast Wilds and Native Plant Restoration

Rabkin: Good. Tell me about the organization Central Coast Wilds, and your work with them.

Knox: Well, Josh Fodor is the founder of that for-profit business—that’s the “doing business as” for Ecological Concerns [Incorporated], which is the company name. I met Josh working on the farm with Dennis [Tamura] and Fran [Corr] in 1987. We farmed together for several years. Josh stayed at the farm there after I left. He got involved with working the fields up on Wilder Ranch that Fran leased. He was a biology graduate from UCSC, and he had a strong vision, leaving UCSC, of what he wanted to do, which was work in native plants and restoration. He spent the last twenty years turning Central Coast Wilds into a very successful regional business that does restoration consulting and has a small nursery on Golf Club Drive at the site where we used to farm.

When Fran left the biz, Josh continued to lease land for Central Coast Wilds up on Wilder Ranch. He leased a five-acre parcel near the ocean, along Highway 1 on the way down to Four Mile Beach. We grew a native grass field there with about six or seven different species, pure stands of native grass. The initial idea for the business was it was going to be a native grass seed business, but the economics of that didn’t pan out. I worked in the native grass fields there with

Josh, learning about that industry. It was exciting to be involved in the development of that company as an employee, and we remain good friends and informal advisors for each other in our careers and businesses. It was fun working out in the Wilder [Ranch State Park] fields and getting involved in those restoration projects, including doing some restoration along the coastal bluffs. A one-hundred-foot setback was eventually required by Wilder of the farmers there, because of that key coastal bluff community. Also, for me, it was exciting working with native plants. As I had been an amateur botanist in the Sierras, I was tying in more species, more of those ecological interrelationships.

Eventually when I was at CAFF, we were able to do some subcontracting with Central Coast Wilds in the Central Coast biological farming program that Sam Earnshaw¹⁰ still heads up, with the planting of hedgerows. It was the beginning of the hedgerow days. We were able to subcontract with Josh's firm to provide plants and do some of the educational meetings and agency meetings and be the native plant restoration specialist on some of the farm restoration and riparian restoration projects that were starting to happen here.

Rabkin: Is that company connected at all with the Wild Farm Alliance?

Knox: They work together from time to time. The Wild Farm Alliance is a nonprofit run by Sam's wife, Jo Ann Baumgartner. I've done some consulting for Wild Farm Alliance, too, on a document that they were working on to bring biodiversity conservation more strongly into the organic standards. Most of

Josh's contracts, though, are not with nonprofits. They're with municipalities and agencies and developers, mitigation for developers and that kind of thing.

Santa Cruz County Farm Bureau

Knox: I got started in the nonprofit sector, working on farming practices and reducing pesticide use. Certainly, I was passionate about that kind of thing, and especially passionate about it because we were farmers' advocates. CAFF wasn't especially an organic organization. None of our programs required, or specifically tried to put people on an organic path. We certainly had speakers about organic practices, but used terms like "biological farming practices" for our programs. It was a broader thing. That's partly because organic is a marketing term. If you can reduce Diazinon, that's really [more] important to CALFED who was funding our Central Valley work, even if you have to use some softer pesticides. We didn't want growers to feel like we were pushing them towards organic, but we wanted to make that option open to them.

I saw myself primarily as an advocate for farmers, for small farmers and direct market farmers. Those were the ones I was working with, the people trying to make a living on the land. So, for example, I went to work for the Farm Bureau as an independent contractor, for Jess Brown, for a year during the time that I was working in CAFF. I was curious how the Farm Bureau worked. It's considered to be the conservative mainstream farming organization. CAFF was an advocate of working with all agricultural institutions and not alienating themselves from anybody. We felt that was the most effective strategy in the work of getting

farmers to consider and adopt different practices to protect resources. I needed to learn how to speak the language of mainstream farmers, and I had the fire to do that. This opportunity that arose at the Farm Bureau was perfect for me. The opportunity arose because Jess Brown was running for Congress against Sam Farr¹¹, a tough race to run, so he was kind of tied up. Jess is a well-respected Farm Bureau director. Even then, all the organic farmers I knew that had started to get involved with the Farm Bureau, or had done stints on the Farm Bureau board, like Ken Kimes, Jonathan Steinberg, Mark Lipson¹²—many in the organic community—saw the benefits of Farm Bureau membership, and they wanted to get involved and see what was going on, just like I did. So I got to staff the legislative committee and also work on these fundraisers for the Farm Bureau—a golf tournament and an art auction. It was interesting and an important part of my education to get to know the mainstream farm community in the Pajaro Valley.

After CAFF, I joined the staff at FarmLink. This represented a new, cutting-edge kind of thing for me. We were working on economics. We're getting even further away from practices now and working on small farm economics—business planning, succession planning, financing for new and beginning farmers. That's been fascinating for me.

Pajaro Valley Futures Project

Before I go into that, there was one other important detail about the work that we did in the Pajaro Valley that I wanted to get in [to this interview]. It's a project I

did with CAFF that also involved reaching out to the whole farming community. This broad outreach is characteristic of a lot of the work that's going on now that is helping the local food movement and the small farm movement grow. CAFF was very interested in farmland conservation. Before the nonprofit that's called Action Pajaro Valley was started, we raised some money from the local ag community, and other business leaders to do something called the Pajaro Valley Futures Project. We hired a consultant with a firm in the Bay Area called Design, Community & Environment. The guy who started that firm is a UCSC community studies graduate as well.

Rabkin: What's his name?

Knox: David Early. We hired Early's firm to do an in-fill study for the Pajaro Valley. I staffed this project and helped do the fundraising. We brought together the leadership of the Farm Bureau, CAFF, Watsonville Wetlands Watch, a local developer, and Carlos Palacios, the planning director for the City of Watsonville—to look at how we could conserve farmland in the area, and encourage the city to adopt policies that would protect farmland and encourage in-fill development. We also hired another consultant, Dena Belzer of Strategic Economics, to do an economic study of the city of Watsonville, and to see what types of industry would be most conducive to the land that was available and the infrastructure and the labor force in Watsonville. There had been a battle going on around the city of Watsonville's effort to annex a specific piece of land for development. Sam Earnshaw was involved in this. It was about ninety acres at the intersection of Riverside Drive and Highway 1, prime Pajaro Valley

bottomland. We all know how incredible that land is. It rents these days for over two thousand dollars an acre if it's good strawberry ground.

There had been multiple attempts made to annex the farmland, with people lobbying on both sides in the public process. The supervisors and LAFCO, the Local Agency Formation Commission, were involved. In the city of Watsonville [the sentiment generally was], "We need to develop; we need housing; we need industry". The Futures project hoped to help the city get new development on existing land in the city limits without taking in new farmland.

The project was a two-year process, where we formed a steering committee of the people that I mentioned, and together we managed the consultants that we hired to do these studies to try to inform the process. This is an example of the collaborative work that we were doing, in this case around smart growth and farmland protection. It was the beginning of a multi-year trust-building process. These players got to know each other—from mainstream ag to sustainable ag, environmental interests, and development. That process was the precursor for the development of Action Pajaro Valley, which took up where we left off after our two-year process, and eventually led to a vote on an urban growth boundary, Measure U. Measure U established an urban growth boundary that had broad buy-in. It took not only our two-year process, but additional years of process to get all those parties to agree that this is how this city is going to develop; we're going to have a twenty-year growth boundary that's going to allow development in certain places and prevent it in other places during that twenty years. Part of the idea was that the twenty years would give the

community time to put other more permanent protections on certain pieces that were deemed the most important, such as the Watsonville slough system—Harkins and Watsonville Slough.

Now, we've just heard in the last few weeks that the Santa Cruz County Land Trust is buying five hundred acres of land, which was one of the biggest areas we were trying to protect, the Tai property, and then is going to continue to lease that land out to farmers. The property is already mostly in organic farming. During the time that I have been working in the Pajaro Valley, we saw large mainstream farmers like Dick Peixoto go to, I believe, an entirely organic operation now, over one thousand acres of Pajaro Valley land.¹³ There has been a lot of change in that regard.

California FarmLink

And then, moving into FarmLink, our interest in five hundred acres of Pajaro Valley farmland (just to create a segue here), would be to see new farmers, young farmers and minority farmers have access to some of that land. There is one small farm out there, High Ground Organics, with a couple of conservation easements that were put in place there.¹⁴

FarmLink works on business planning, financing and helping families transfer farms from one generation to the next, through the use of estate planning, retirement planning, family communication consultants, and conservation easements.

Rabkin: Is that what you meant when you mentioned succession planning?

Knox: Farm succession planning, yes. It goes beyond estate planning—the legal and the technical aspects of transferring assets, wealth and land from one generation to the next. It also involves communication skills. How does a senior farmer who does not have the word “retirement” in their vocabulary start to let go of the business and pass it on to the younger generation? These are the kinds of things that FarmLink works on. Our mission essentially is to bring new blood into agriculture, to help beginning farmers, and also to protect farmland and keep good farmland in agriculture.

Our executive director, who I worked with in the mid-nineties at CAFF, Steve Schwartz, was a legislative aide for Julie Bornstein, a Southern California legislator when we met him, helping us do some of the Sacramento legislative stuff around BIOS, the Biologically Integrated Orchard Systems bill. (Ultimately we got funding for SAREP, the University [of California] program, to run a bunch of crop-specific biological farming programs in different counties and regions of California that were modeled on our original BIOS systems in walnuts and almonds in the Central Valley and a number of counties. That was a big success.)

I met Steve Schwartz working in Sacramento, and Steve got the idea shortly thereafter that he wanted to start his own nonprofit. He met somebody in California, Jana Nairn, who had tried to start a FarmLink organization modeled on other state programs as a for-profit, but had too much on her hands to get it

going. There are currently about fifteen states that have FarmLink programs or beginning farmer programs. Some of them are within the state departments of ag and some are nonprofits like ours. When Steve approached Jana, she said, “Yes, take it. Do it as a nonprofit.” So he started that in 1998.

I re-met Steve in January 2004. I had decided to sign off at CAFF in 2002, because I had been there for nine years, and I wanted to take a break, and cultivate my consulting business. I wanted to go to Spain and study Spanish and do one more immersion. I had done an immersion trip for a few weeks down in Oaxaca and Chiapas in ‘97. So after I stopped working at CAFF as program director, I went to live in Salamanca for a month and study language, and also went to a food systems conference in France, which was very interesting.

Rabkin: What was the name of that conference?

Knox: SYAL [Localized Food & Agriculture Systems Network]. It was in Montpellier.

Rabkin: What year?

Knox: 2002. It was a food system conference for academics from all over Europe, mostly—not many from the United States, a couple. I wrote an article about the conference for CAFF that ran in several food and ag journals. I also did research on the Spanish farmer’s unions.

When I came back, I did consulting projects for a year, then ran into Steve Schwartz at the Eco-Farm conference. I have been going to the Eco-Farm conference for about twenty years. Now I do a lot of organizing of workshops for them as a planning committee member and consultant.

Rabkin: So this would have been the January '05 Eco-Farm?

Knox: It was 2004 when I met Steve and found out that he was offering this regional coordinator position with FarmLink in the Central Coast. I thought, hey, that sounds right up my alley. It's been a great learning curve for me. I've been part-time and doing consulting on the side. One of the interesting things about FarmLink is where we're getting our funding. All of the other agriculture nonprofits that I've worked for were tapping into various government programs under the USDA, and private foundations, the few that are interested in sustainable ag. Since FarmLink is focusing more on economic development than the environment, Steve has been able to tap into financial institutions. We've received funding from Bank of America, Wells Fargo, Comerica, Bank of the West, Union Bank of California, and Rabo Bank.

Rabkin: Does that make your current funding feel somewhat tenuous, given the economic state of things?

Knox: No, not particularly. That's a good question. FarmLink is so small. We have five full-time equivalent staff in three offices around the state. I'm pretty much solo here. I have a part-time employee right now, temporary.

I think the nonprofit sector will feel, and is already feeling, the economic downturn, along with the foundations that fund them. But if you're really small, the ones that are funding you may or may not get hit. It just depends on how many of your stable sources get hit. It's kind of the luck of the draw. Our state funding has remained stable, but many other non-profits have been affected by the state budget.

As far as the banks go, they are required to do economic development under the Community Reinvestment Act. We do outreach to growers to help them develop strong businesses, so we we're a perfect candidate, especially for any bank particularly interested in agriculture. A lot of the big commercial banks really don't have much in the way of ag lending any more, or if they do, it's only big companies they lend to. At a workshop where we had a Wells Fargo rep speaking, he said that a smaller ag loan for them was under twenty million. [Laughs.] Our constituents at FarmLink are obviously smaller.

I want to try to synthesize what we do at FarmLink for you. We do a lot of individual technical assistance around business planning and land tenure—leasing and buying farmland. We have the first-in-the-nation Individual Development Account program (IDA), which is a program where a farmer puts a hundred bucks a month in a bank account, and we match that amount with three hundred dollars a month. It's a two-year program, and at the end of two years, you have \$9,600 to put towards an asset for your farm, like a tractor or fencing or irrigation equipment, a hard asset that represents an investment in the farm infrastructure or towards a down payment on land.¹⁵ That program is borrowed

from a program financial institutions have used for many years to help first-time homebuyers save for their first home. Steve said, “Hey, let’s do this for farming businesses,” and got banks to support it. It’s a competitive program for small and low-resource farmers. We have about six or seven clients every year that get into the program.

Then we have the linking program, which includes a database that holds the names of the aspiring farmers on the one hand, and the names of the retiring farmers—or landowners who have some land to lease. On our website you can search for farmland to buy or lease by county. We do a lot of facilitation of lease agreements. We introduce the aspiring farmer to the landowner, and then we sit down and help them work out a lease agreement that’s mutually beneficial, and that has the best potential for creating a sustainable relationship between the two.

Finally, we have a small farm loan program. With about two-and-a-half, three years of work, Steve was able to go out and fundraise and acquire a million dollars in grants and low interest loans at two or three percent from banks through the Community Reinvestment Act. Once we got to a million dollars, we were able to start lending to small farmers. A larger bank doesn’t have the time to spend on a farmer who needs three thousand or a twenty-thousand-dollar loan.

Some of the USDA and foundation grants we get are to particularly serve minority farmers. That would be Latino farmers in the Central Coast, of which

there are many (particularly in my region of California FarmLink, which is Ventura to San Francisco, the coastal region), and then Hmong and Mien farmers in the Central Valley, which is Kendra [Johnson]'s region. She works out of the Davis office. [We] really take the time to get to know these people, help them put IDA or loan applications together, and figure out whether or not they're stable enough to be good loan candidates.

I just went down last week on Thursday to Santa Maria and gave a presentation to twenty Latino growers who mostly work for strawberry companies. I spoke along with another presenter from NCAT [National Center for Appropriate Technology], who was talking about organic farming practices. I talked about navigating the landscape of farm financing, sources of ag loans, putting together a loan application, record-keeping, credit and that kind of thing.

It's important work. There're more and more small farmers around this area. Some of them are old friends that I've known forever. A lot of them are new farmers that have gotten into it in the last five or ten years, selling at farmers' markets through CSAs and other direct markets. They'll call me: "I found this piece of land, and I'm wondering about a lease agreement with this landowner." I'll coach them on the lease agreement. Or, "I could really use fifteen grand for next year to develop some aspect of the business." So we'll talk about that. Or, "I've been working for somebody else for a few years, but now I'm ready to start doing three acres on my own. How do I do it?" Or, "I need to come out of the closet with my taxes." [Laughs.] And then, the referrals to CPAs or accountants

or attorneys on finalizing a complicated lease agreement. That's what we've been doing at FarmLink.

Rabkin: So is FarmLink the main organizational affiliation that you currently have in your work as a farm advocate?

Knox: Yes, it's the only W-2 job I have.

Rabkin: It's interesting, listening to the history of your work life. It comes across as a kind of a mosaic that you've managed to put together.

Knox: That's right.

Rabkin: All in the service of this central idea of being an advocate for farmers.

Knox: That's right.

Rabkin: Has it worked pretty well for you in terms of keeping body and soul together?

Knox: Yes. Soul for sure. [laughs heartily.]

Rabkin: [laughs]

Knox: I'm struggling with the cost of health care and not having a full-time W-2 job. I have to pay a part of my health care, not to mention the big deductibles and all. When you talk about body, I was just cutting to the chase there.

Rabkin: Yes, absolutely.

Knox: Being able to afford the cost of living in Santa Cruz and pay a mortgage on a nonprofit salary is tricky. I have to keep some time open to do consulting on the side. So we'll see where it all goes.

Rabkin: Would you say that this can be a viable career path, this sort of uniquely cobbled-together consultancy and advocacy work, for a certain kind of person with interests in agriculture and community?

Knox: Yes. It's totally viable. This field is *full* of opportunity, with the local foods movement and the new twists and turns that it's taking. I've always been a strong advocate of people looking into the nonprofit sector in agriculture as well as, of course, farming. For many years I gave a presentation to the apprentices at the Center for Agroecology and Sustainable Food Systems on job opportunities in sustainable ag. (For the last few years I've also been doing the class for the apprentices on land access and leasing).

It's great to see how many people are getting involved with things like farm-to-institution, the nexus between health, nutrition, and farming. CCOF has over thirty-five employees. The popularity of the Eco-Farm Conference, which sells

out every year now. Academic institutions across the country are starting programs in sustainable ag. It's a dynamic and expanding field and there is a lot to do.

The diversity is nice, and the flexibility. I enjoy the lifestyle. I have a long way to go in developing a strong consultancy. I have yet to put together my own website. It's all been word of mouth.

Rabkin: How can people best prepare themselves to be of service in the role of farmer advocate, or consultant, advisor, or trainer?

Knox: Get involved in farming, even if it's just working on a farm for a few years. Getting that early experience on a farm made me attractive to CAFF, for sure. It's hard to talk to farmers and provide useful information if you don't have an inside view of what farming is like. Farming is something I've always been passionate about. [Laughs.] That helps.

Rabkin: So that's probably a good prerequisite.

Knox: There are many ways to get involved. There's so much need for policy work right now, at all levels, informing, not only the next federal Farm Bill process, but implementation of the current Farm Bill. But state legislators and supervisors also need people who understand agriculture and the direction it's going. There're many opportunities.

It's not hard to get a summer job helping coordinate a CSA [community supported agriculture]. Being involved in any of the cutting-edge marketing areas would also be valuable work, in my opinion.

Rabkin: Among your own accomplishments in this multifarious work, what are you most proud of, or excited about?

Knox: That's a good question. I've had this willingness and desire to really understand agriculture, and get in there with conventional mainstream farming and see what's going on, and make friends with everybody in agriculture in order to understand it. I have a pretty deep understanding of the current movement and the possibilities for the future, and definitely [am] a born networker. I've done a lot of outreach with ranchers and farmers, all sectors of agriculture. I'm proud of my depth of understanding and connections in the agricultural community, and my analysis and desire to understand the potential for the future, where things are going—what's important to protect; what's important to strengthen; where we need to be working.

Rabkin: Can I ask you about that very subject?

Knox: Yes.

Hopes and Concerns about the Future of Sustainable Agriculture

Rabkin: As you look ahead, I'm interested in what your worries are for the future of sustainable agriculture in the region and the state, and also what gives you hope.

Knox: Let me think about worries for a minute. [Laughs.] As the number of people and organizations involved increases, I think the communication gets more difficult and the level of communication you need to be successful [increases]. I'm somebody who likes to see harmony and facilitate conflict resolution, so when I see differences of opinion in the movement and the communication not happening in order to create harmony, that's something of concern.

Rabkin: When you talk about differences of opinion and sources of friction, is there anything in particular that comes to mind?

Knox: The differences of opinion on theories of change. People in the trenches who are actually working on sustainable ag and organic policy (and their numbers are very limited), versus people using the media and grassroots organizing to create change. That strategy is very different than the kind of in-the-trenches policy strategy. "We're going to create a vision statement, and put people to work getting media attention," versus "we're going to work with a lobbyist on specific details of policies that need to be changed."

Rabkin: On the face of it, from your description, it does not sound to me like those two things *necessarily* have to be at odds with each other.

Knox: I agree.

Rabkin: Interesting.

Knox: That's a movement concern, a strategy concern. Global warming. There's a resource concern that will be putting a lot of pressure on agriculture. Water in California, obviously, is looming and huge. The immigration issue is huge. These are basic issues that agriculture faces and that the movement therefore faces. The immigration problem is important. We need major immigration policy reform that will provide needed agricultural workers with legal status and access to social programs they are due when they pay taxes.

Rabkin: And what gives you hope?

Knox: Well, I've kind of described what gives me hope. It's the growth in the movement, the numbers of young people getting involved, the passion that I see around farming. Like I said at the beginning, it's an innate thing. So that's very hopeful. I'll meet a young farmer, and they'll have the gleam in their eye that they've got to farm, come hell or high water. They're either going to go broke farming or they're going to make it. [Laughs.] If I can, I'm going to help them make it and establish a good business.

And the changes in the Farm Bill. Although we didn't win a wholesale adoption of a more green Farm Bill, i.e. conservation payments-oriented as opposed to subsidies for commodity crops—still, we made major inroads in that direction. And the coalition that was built around that—these are hopeful things.

Even with the economic downturn, it's hopeful that farming hasn't taken it as hard so far, especially when the dollar was going down against other currencies, at least that was helping exports. Mainstream ag was maintaining its strength at a time when other things were starting to go down. Now that the dollar has turned around and is strengthening again, it's going to hurt exports. We'll see what happens there.

Everybody needs to eat. There's always going to be a role for farmers. And with the increasing support for fresh food and local food, and especially with energy, the recognition that we can't keep having every bite of food travel more than 1,200 miles to get to your mouth—this is hopeful. I see a real vibrancy in the small farm economy in general. I'm still excited to be in this field.

Rabkin: Well, great. Thank you very much.

Knox: You're very welcome.

¹See the oral history with Dennis Tamura in Maya Hagege and Randall Jarrell, *The Early History of UC Santa Cruz's Farm and Garden* (Regional History Project, University Library, 2003). <http://library.ucsc.edu/reg-hist/>

² See the oral history with Mark Lipson in this series for more about Molino Creek Farms.

³ See the oral history with Sam Earnshaw and Jo Ann Baumgartner in this series.

⁴Community studies majors at UC Santa Cruz complete a two-quarter field placement in partial fulfillment of major requirements.

⁵ See the oral history with Bob Scowcroft in this series.

⁶ See the oral history with Steve Gliessman in this series.

⁷ See the oral histories with Robbie Jaffe and Patricia Allen in this series.

⁸“Masanobu Fukuoka was a Japanese farmer who developed what many consider to be a revolutionary method of sustainable agriculture. He is also the author of *The One-Straw Revolution* and several other books examining both his philosophy and his method of farming.”
<http://fukuokafarmingol.info/index.html>

⁹See the oral histories with Andy Griffin, Melody Meyer, Ken Kimes, Amigo Bob Cantisano, and Heidi Skolnik in this series for more on food distributors on the Central Coast of California.

¹⁰See the oral history with Sam Earnshaw and Jo Ann Baumgartner in this series.

¹¹ See the oral history with Congressman Sam Farr in this series.

¹² See the oral histories with Ken Kimes and Mark Lipson in this series.

¹³See the oral history with Dick Peixoto in this series.

¹⁴ See the oral history with Andy Griffin for more on High Ground Organics.

¹⁵ See the oral history with Amy Courtney for more on this program.