



The Pescadero Fish Wrap

Community Story: The Face Behind R&R Farms

Jose Ramirez started his career in agriculture at the age of 15 when he got a job working for BJ Burns in Pescadero. He has stayed in the community ever since and has been successful in creating his own farm and farmstand at R&R Farms. However, it took many years of hard work to get to where he is now.

Jose has held multiple jobs in the area, from being involved with the schools as a bus driver and custodian, to being a farmhand for BJ, to building up the successful farm he has now. When working for the school district Jose decided to do something with the extra time on his hands and decided to try growing some flowers. He had previous experience in growing various crops and plants and ended up being pretty successful with his first crop of flowers. The following year he decided to try growing fennel and leeks and found that these crops were more of a success for the area.

These first successes did not always come so easy. In one of his first years growing leeks and fennel, there was an E. Coli outbreak in the area that caused everyone using the creek water to be cut off and all crops not to be sold. This

was obviously a huge loss and devastation for a new farmer but Jose did not allow this to hold him back.

He continued to grow and expand to where he is now. Jose grows raspberries, blackberries, and olallieberries, along with several herbs. He offers a U-pick behind his farm stand where customers are able to walk in the fields and fill baskets with his organic, farm-fresh berries.

Jose is always looking to offer more to his customers, which is why when he was given the opportunity to take over a duck egg operation he jumped at the chance. The ducks allow him to be able to provide fresh eggs straight from the farm to the consumer. In addition, customers get to enjoy watching the ducks and goats he has on the farm while visiting.

Transparency and honesty are two things that Jose really seems to care about when it comes to how he runs his farm and business. "I could charge more for my berries, but I don't. I could charge people for going into the U-pick because they eat the berries... but I don't care. As long they buy before they leave it's fine, that's the cost of

doing good."

Jose not only aims to be completely honest with his customers but he wants to be affordable for everyone. He wishes for people of all economic statuses to be able to afford fresh, healthy produce. "People want to eat healthy and they want to eat good stuff. But being fair means being fair to everybody....What about the people who have two or three kids? Paying \$3,000 a month rent and they want to eat healthy too just like everybody else."

Jose's kindness does not only apply to his customer base, he is also currently working on having some farm housing built so he is able to provide free housing for those working in his fields. "I'm hoping if I tell them: if you guys help me, I'm going to help you. I'm not going to charge them [for rent] if I don't need to."

All the time and hard work Jose has put into his farming career has created an enjoyably family-friendly environment where people can learn a little about where their food comes from, participate in the harvesting of their own food, and create lasting memories.

Community News

On the first Wednesday of each month, a group of citizens meets at the LHPUSD offices to discuss the future of Pescadero and the surrounding area. This meeting is known as Sustainable Pescadero and is open to anyone wishing to attend. It starts at 4pm.

For example, this month the agenda covered:
RCD's latest news is the hiring of Sheena Sidhu. She will manage projects for the RCD's Forest Health and Fire Resiliency programs. Speaking of this fine independent agency the marsh work is over and the mouth of the marsh is open to the ocean. Time and rainfall will tell us this winter how effective the work will be in allowing fish into the Butano to and maybe even assist in non-

flooding of PCR at the bridge.

Lynn Bowman reported on the possible development teacher/low-income housing on the five acres owned by LHPUSD on North St. in cooperation with MROSD's housing division.

Amy Wolliver provided an update on the proposed extension of the CSA-11 water system to the High School and prospective firehouse site. The design phase is being funded through taxpayer-funded proposition 1 monies via the state water resources board.

Catherine Peery presented the Grant Proposal for a Pescadero park/plaza for the town. This is posted online at thepescaderofishwrap.com web

site. She also reported that KPDO is and has been off the air since the big windstorm. As we all know they have shut down the power several times and one of these times when the power returned it spiked the system and blew the computer that's used to keep the signal on the air. If anyone has some extra funds to purchase a replacement it would be appreciated. Just contact her or the Fish Wrap.

That's pretty much a capsule report for this group and please sing out if you have observations, comments or suggestions and remember if you'd like to attend the next meeting it's scheduled for January 2nd as the 1st is New Years Day.



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Upcoming Community Events

**Midpen Open Space
addresses
predator-livestock
conflict**

**January PMAC
Meeting**

**Sustainable
Pescadero**

December 18, 6:00-8:00pm

The Midpeninsula Regional Open Space District invites the public to participate in shaping its conservation grazing policy to prevent and manage predator-livestock conflicts (primarily mountain lions and coyotes preying on cattle) in the public open space lands it manages.

Where: Mountain View Community Center
201 S. Rengstorff Ave, Mountain View, CA 94040

January 14, 7:00pm-8:30pm

Participate in the monthly Pescadero Municipal Advisory Council meeting and learn about whats going on in the community and have a chance to express your opinions. Come at 6:30 for coffee and snacks before the meeting!

Where: Pescadero Community Church, 363 Stage Rd

Sustainable Pescadero: January 2, 4:00 pm

Where: 360 Butano Cutoff, Pescadero, CA 94060

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wellness collective



PESCADERO ESSENTIALS is a wellness collective on the slow coast.

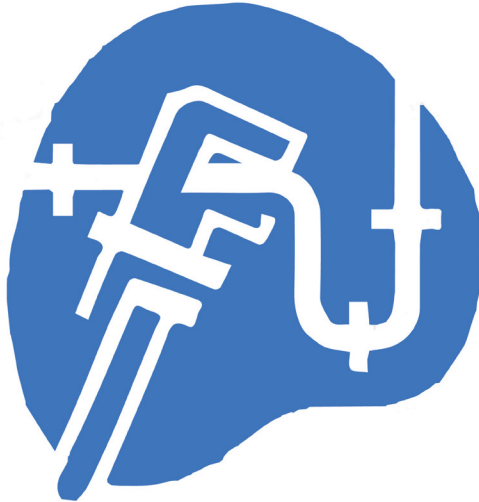
We offer sustainable, organic and zero waste body care. Our team of chair massage therapists are available to you on the weekends for walk ins - or by appointment.

We are expanding to create a “tiny spa!”
We will offer TABLE massage, reflexology and the royal foot treatment!

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Bay Cities Nursery Closure

Bay Cities Nursery has closed its doors after 100+ years on the South Coast. What impact does that have on our little community? Good question. In conversation with Amy Wolliver* and Rita Mancera** here's what I discovered:

The extended impact is substantial to not just the workers, of whom there were about 100 but to their families and relatives. The economic impact is imaginable to the town and landlords. With the unemployment numbers at record lows finding a replacement job is not the problem but keeping one's children in school, at least to the end of the current year can be. The rent, utilities, insurance, food, etc. doesn't

just stop but continues loping along. Amy says there's no negative impact on the schools as revenue isn't based on census, rather it's fixed based on property owners' taxes. Even if the family needs to move to HMB they may still finish their current year here in the LHPUSD. At least this keeps some consistency for the child and is comforting for them.

Rita notes that when a job is lost and one needs to find another, there's a different limit on those un-documented. Word is the facility on the hill will be converted to cannabis growing. That herb is legal in California but is still classified illegal by the feds. Therefore, anyone undocumented can't work there as

they risk legal repercussions.

Bay Cities is certainly not the only farming operation on the coast to convert their flower growing business to another type of "flower." These facilities also don't require as many workers to produce their products. I guess these changes are inevitable as society continues to evolve. Where and how these changes come along are not predictable in many cases, but stopping them isn't in the cards. It's a case of living with and making the best of them.

*Amy Wolliver is Superintendent of the LHPUSD

**Rita Mancera is Ex. Dir of Puente



Stop by R&R Farms today! Our farm stand features fresh local produce and fun farm animals for the family to enjoy. It is a perfect place to stop for a slow coast picnic. Come by and grab a basket to pick your own raspberries, blackberries and olallieberries straight off the vine!

Open from 10am-7pm daily
2310 Pescadero Creek Rd, Pescadero, CA 94060

(Just past the Post Office)

Visit our website for more information:

<https://rnrfresh.com/>

Agriculture Insights: Give a Special Thanks this Holiday Season

During the holiday season, most families get the opportunity to travel to see their families, spend quality time catching up with cousins and nieces, and gather around the table for a nice warm meal. However, this is not the case for everyone, often times the holiday season can be particularly stressful for those who are putting the food on our tables.

Unlike most jobs, many farmers and ranchers cannot get the day off for the holidays, cows still need to be fed, crops need to be harvested, and irrigation needs to be moved. With

the winter cold often comes additional complications, making the holiday season even more stressful.

Considering the fact that less than 2% of the United States population is responsible for putting food onto our tables, many people do not understand the immense amount of time and effort it takes to feed America every day. Since so many people have no experience in the agriculture industry there are many negative misconceptions about agriculture due to the simple fact that many people do not take the time to

learn why farmers do what they do.

According to the United States Department of Agriculture (USDA), 97% of all farms are family-owned. This shows the truth behind the popular assumption that most farms are corporately owned and therefore are “bad” or “evil.” It is, in fact, American families that are often-times being vilified or blamed for the very few unethical practices that some big corporations have shown.

This holiday season let's all make an effort to thank the incredibly

dedicated men and women who work every day in order to make your holiday so amazing and successful. We need to recognize where we would be without the hard work of these farmers and ranchers and show our immense appreciation.

There are many ways you can show farmers and ranchers your appreciation for all they do. First, when shopping for holiday foods, make an effort to buy produce and meats from your local farmers and ranchers. Buying local allows for up to 100% of those proceeds to go

back to the farmer, compared to the average \$0.18 they get when food is purchased through conventional grocery stores.

Another way to show your appreciation this holiday season is, if possible, to thank your farmer's in-person, whether that's at the next farmers market you attend or at the Christmas tree farm your family goes to every year, it really does make an impact. If none of these approaches seem feasible, there is always the option to thank them on social media. Tag the farms your food is from in a post, write about

how much you appreciate the hard work they put into making your food, or post a picture highlighting the food you are grateful for. These are some small ways you can spread the holiday spirit to everyone who has an impact on your life.

Happy holidays from the staff and management at The Pescadero Fish Wrap!

Article sources:
Washington Examiner
USDA
NFU



Happy Holidays

and Happy New Year

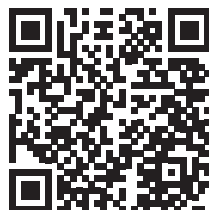
from everyone at The Pescadero Fish Wrap!



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or scan this QR code to be brought straight to the sign-up page:



Classified Ads

We hope The Pescadero Fish Wrap Classified Ads section can be an opportunity for local residents to post ads for the local community to see. These ads can include: help wanted, items for sale, job openings, etc. Wish to place a classified ad? It's as easier than catching a fish!

Send an email to: thepescaderofishwrap@gmail.com with the following information:

- Name and contact info
- What you want to advertise
- Information/measurements of ad content
- Pictures if applicable

Each ad is \$5

*****Additional items for sale, information on all items below, and contact information to buy for sale items can be found on our website: www.thepescaderofishwrap.com *****

Set of 3 Sterilite drawers \$15

- Size: 15 7/8" x 21 7/8" x 24"
- Practically NEW-no signs of wear

Set of 3 nesting side tables \$30/set

- 17-1/4"x21"x21-3/4",
- 16"x16-1/2"x18",
- 12-1/2"x13-1/2"x14-1/2"
- Solid wood, stained top, painted legs.

Craftsman Style Couch \$100

- Very comfortable, great condition.
- Long enough for an adult to sleep on
- Arms serve as side tables
- Very sturdy, no stains
- 87"x 37-1/2"x 27-1/4"--including arms,
- Arms are 7"wide each

Dresser with 10 drawers!!!! \$70

- 4 small drawers and 6 larger drawers.
- Black with vintage ruler accents. Some minor wear on the top.
- 52-1/2"x 15"x32"

Solid oak bookcase \$50

- Adjustable shelves, great condition with the exception of the top which shows a little warping.
- 50"x 11"x 36"

Vanity lights \$15

- 25"long, lights hang down 7"

Art Deco style cabinet \$125

- Very sturdy, solid wood
- Had a previous life as additional kitchen storage and as a stand-alone bar.
- 48"x 20"x 34-1/2"

Job Opening at Pie Ranch

Pie Ranch is seeking a Food Education Programs Coordinator to maintain and enrich our Food Education programs. Our Food Education programs for K-12 learners and the public are grounded on the land at Pie Ranch and provide participants with the inspiration and experiences to affect food systems change in their communities. Our programs include fee-for-service public programs, field trips for youth, partner school relationships, and Summer HomeSlice - where we host week-long trips in collaboration with our partner schools. This position will help coordinate the implementation of these programs; help develop food justice and regenerative agriculture curriculum and deliver on-farm and classroom lessons to youth and adults. The Food Education Program Coordinator will work with the farm team to facilitate farm project activities and help build sustainable organizational capacity for Pie Ranch. This position will also support the farming team in planning crops and keeping up with farm plots specific for Food Education programs. For more info and to apply, visit us at: <https://www.pieranch.org/employment-volunteer>

Holiday Word Search

T L N Y D U D N L Y H X N P K X W S U J H O H Q W J J C M T
Z N V D S U S M W L A O W I B C G G E U L O V Y G C G S B O
J A J A B H H V D I K I T N B N F T Y Y J J L F Z U G Z N W
I C K Y I W A V L M O A E L I Y J C W D G A S L R J W Q S V
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W P O G S E W O N S S B N M S F Z S P C U B K P X D E G H H
F N R Y U E P K Z C F R J V U X E C Y Z Q C H D S E C P U A
S V F E W Y M P M U J O X W F Y D K D W O S T P C G W I O A
J M J Z S P U E E Y O G H U B S P T P S D N E I R F D O O L
B M Z V I E N X H P L N S P W U T Z L H Z O D C F Z A M F U
A F T C W O N Y L W L E A I B H E P H U F F P P U I R I Y M
Z P C I R N Y T G N Y L W M V M A O O V R A E C P E F W A W
I B Y A U V X N S X G Y A A E H R B N L A W U W K Y U E U D
N M H R J H X L D C M W S I F T A O M I S T L E T O E I F M

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HOLLY
MISTLETOE
RESOLUTIONS
STOCKINGS

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FRIENDS
JOLLY
PEPPERMINT
SANTA
TREE

EGGNOG
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WINTER