

## LEADERSHIP MENDOCINO

### *Agriculture in Mendocino County—Past, Present and Future*

Friday, Nov. 14, 2008

**Today's Goal is:** *To understand Mendocino County's agricultural history, trends, and current options while considering how the next generation will farm.*

- 8:00 – 9:10 a.m.    **Introduction to the Day and Appreciative Inquiry Mini-Workshop**
- 9:10—9:50 a.m.    **Overview of Mendocino County Agriculture: History, Trends and Recent Developments**  
Dave Bengston, County Agricultural Commissioner and Sealer of Weights & Measures
- 9:50 – 10:00 a.m.    *Break*
- 10:00 – 11:00 a.m.    **Tour of Heart Arrow Ranch and Mendocino Organics CSA: Current issues in agriculture; sustainability and integration of vineyards, ranching and produce farming**  
Julie Golden, owner of Heart Arrow Ranch and Golden Vineyards  
Adam Gaska and Paula Manalo, CSA farmers, Mendocino Organics
- 11:00 – 11:45 a.m.    **Presentation: Food Security and the Future**  
Jason Bradford, Farm Manager, Brookside Farm
- 11:45 – 12:45    *Travel to Potter Valley and have lunch at McFadden Farms*
- 12:45—1:15 p.m.    **Tour of McFadden Farms: Vineyards, Farm and Ranch, Energy Production**  
Guinness McFadden, owner, McFadden Farms
- 1:15—1:30 p.m.    *Break and travel to Potter Valley Community Methodist Church*
- 1:30—2:30 p.m.    **Panel Discussion: Key Issues in Agricultural Sectors of Mendocino County**  
Carre Brown, moderator, newly elected First District Supervisor  
Tom Thomas, family owner, Alex R. Thomas & Company, Ukiah  
Mac Magruder, owner, Ingelhaven Ranch, Potter Valley  
Sarah Cahn Bennett, Vice-Chair, Wine Commission; owner, Navarro Vineyards  
Santiago Simental, executive director, Nuestra Casa; farm labor issues
- 2:30—4 p.m.    **Leadership Teamwork Workshop: Using World Café and Appreciative Inquiry, explore these questions: What do you value most about agriculture in Mendocino County? What are your wishes for the future of Ag here? What can you do to help get us there? Teams will work with mentors and present their findings in group discussion.**  
Class XVI with mentors from the earlier panel and  
Paul Dolan, co-owner, Mendocino Wine Company
- 4:00—5:00 p.m.    **Debrief and Class Project Time**