

Reservation Form

Area Bus Tour
8:00 am to 9:45 am ___ x \$5

Conference & Lunch
10:00 am to 1:30 pm ___ x \$15

Walking Tour
1:45 to 2:15 No Charge

Display
Freestanding or Tabletop ___ x \$25

Total \$ _____

Names of Attendees

Firm

Names

Reservation deadline is 11/18/99.
Tickets held at door. Please make
check payable to, and mail to:
City of Coachella, 1515 6th St.,
Coachella, CA 92236.

For more information, contact:
Coachella Chamber of Commerce at
760-398-8089

City of Coachella

1515 6th Street
Coachella, CA 92236

The City of COACHELLA

Presents the

Ag Summit

Featuring

Senator David Kelley

37th Senate District

Learn the Real Story
of Our Valley's
Largest Industry!

Sponsored by

Desert Pacific Properties

Peterson-Slater-Osborne

Accountancy Corporation

Coachella Valley Insurance

Coachella Valley Enterprise Zone

Coachella Chamber of Commerce

Keynote Speaker

Senator David Kelley



Senator Kelley has over 40 years of experience as a citrus rancher. He is currently the Vice-Chair of the Senate Agriculture and Water Resources Com-

mittee. He will bring this unique combination of experience to the AgSummit. His address will cover important topics of water availability, foreign agriculture competition, and other current issues.

AgSummit 99

PRESENTED BY - City of Coachella

DATE - November 23, 1999

TIME - 10:00 am to 1:30 pm

LOCATION - Anthony Vineyards, 52-301 Enterprise Way, Coachella

ADMISSION - \$15.00 includes lunch

Talk To The Experts

FIND OUT ABOUT

- Housing vs. Agricultural
- Water - Is There Enough?
- How did agriculture start in the Coachella Valley?
- Who grows what crops

TOUR THE AREA

Take an early morning Bus Ride and see the growers in action.

In the afternoon a walking tour of a packing house operation will be offered after the conference. Sign up for one or both on the reservation form.

DISPLAY OPPORTUNITIES

Space for freestanding or table top displays is available. Sign up on the reservation form.

Program

Welcome

Gilbert Ramirez,
Mayor, City of Coachella

Introduction

Juan De Lara, Master of Ceremonies

History of Ag in the Valley

Paul Ames,
The Ames Group

Today's Ag Issues

Bobby Binco,
Anthony Vineyards (grapes)
Jeff Persey, Ocean Mist Farms, (row crops)
Les Vaccarillo, Desert Valley Date, Inc.

Water Issues

Tom Levy, CVWD

Agricultural Research Institute for Deserts

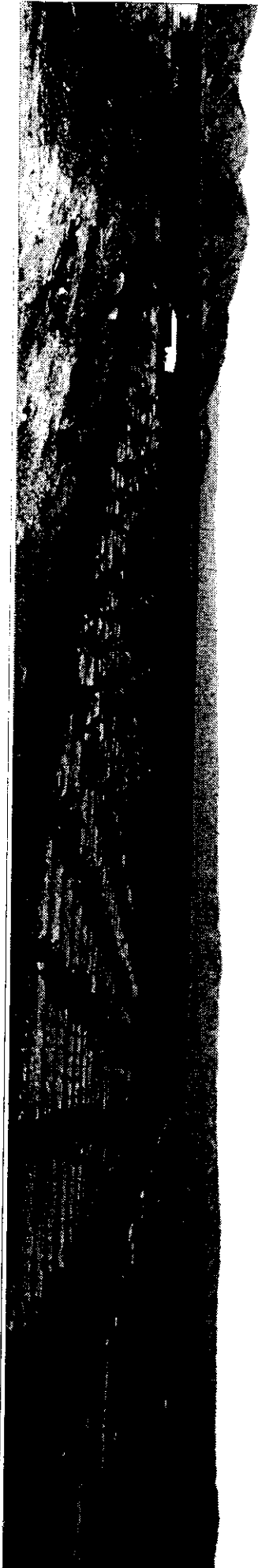
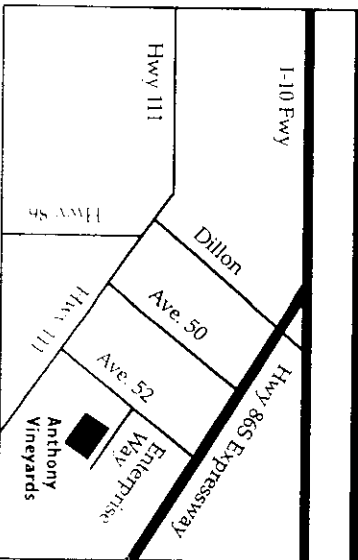
Mike Stranghelli, UCR

Lunch

Keynote Speaker

Senator David Kelley

Directions



Indio Post

SERVING THE COMMUNITIES OF INDIO, COACHELLA, THERMAL, MECCA AND NORTH SHORE



Judith Salkin/Indio Post

osky (left), a Chippewa Cree of Kimple, a Comanche from Alameing Grand Entry at the Powwow of Mission Indians in Indio. The e fancy dress category at the three-



Judith Salkin/Indio Post

lancers in fancy dress and shaw center grounds during the Grand Powwow hosted by the Cabazon Indio. The 13th semi-annual drew the U.S. and Canada.



Mark Simmons/Indio Post

AgSummitt '99: Audience members listen as Senator David Kelley speaks at last week's AgSummitt '99 held in Coachella. More than 200 members of the community were on hand for the annual conference at Anthony Vineyards.

AgSummitt '99 gives local growers insight on future of agriculture in Coachella Valley

By MARK SIMMONS
Indio Post

More than 200 ranchers, farmers and other community members associated with agriculture turned out for the first-ever AgSummit '99 conference held on Nov. 23 at Anthony Vineyards in Coachella.

AgSummitt '99 was a collaboration of a number of Coachella-based agricultural businesses and the Coachella Chamber of Commerce. Attendees of the conference were given the opportunity to learn about the history of agriculture, the future of agriculture in the valley and also had the opportunity to participate in a roundtable discussion with other industry leaders. Also in attendance at the conference was State Senator David Kelley who delivered the Keynote Address.

"Agriculture is probably the most efficient industry there is. In California alone, we rank as the largest in the nation," Kelley said. "We've become so efficient,

we've created some problems for ourselves in a sense that the technology we have has become so advanced, that if ranchers or farmers don't keep up with it, they might find themselves out of business."

Kelley, who is a third generation citrus grower in Hemet and the only rancher in the state senate, said agriculture from California alone supplies more than 60 percent of the world with fruits and vegetables.

Kelley explained that one of the reasons why California is one of the agricultural leaders is because of affordability. However, due to new laws which are slated to be passed sometime in 2001, Kelley fears that many of the smaller ranchers and farmers in the state may be phased out of business.

"One of the biggest issues facing our industry is the fact that many of the pesticides we use are being phased out. Certain pesticides are needed because they help us keep the costs down to the consumer," added Kelley.

The pesticide Kelley alluded to is methyl bromide. Methyl Bromide is primarily used on fruit trees and vegetables to ward off various bugs and fungi-guses.

"That's one of the main pesticides that growers depend on and we're going to have to try to come up with an alternative so we can continue providing quality produce which is also affordable at the same time," Kelley said.

Another major issue facing the agricultural industry is water availability. Kelley explained that the trend now is to transfer water from rural areas to major metropolitan areas.

"As the population grows, so do our water demands, and as growers we need to do all we can to ensure that there's enough water available for our crops," Kelley emphasized. "The water we now receive from the Colorado River is our life blood to the eastern Coachella Valley. We

See AG SUMMIT/page 2