



# CALIFORNIA CHAPTER

# NEWSLETTER



AMERICAN SOCIETY OF FARM MANAGERS AND RURAL APPRAISERS

FALL ~ 2005

## A Message from the President



Russell Cremer

Well, the end of the year is nearing. Looking back, I believe the chapter has had a very successful year. I wish to thank all of you who have given of your time contributing to that success. I can't in the space available here mention all of you, but please know your efforts have been appreciated.

The Education Committee completed development of two seminars and has a third in process. The Water Rights seminar, presented at the Spring Meeting, exceeded all attendance expectations. With the positive feedback received, it is sure to be offered again with a Part Two to follow. Mike Iliff with assistance from Kirk Sagouspe has just completed development of an updated Conservation Easements seminar that will initially be offered prior to the Fall Meeting in late October. Mike says this latest version will study the process from beginning to end rather than concentrating on just the appraisal. It

*Continued on page 6 ...*

## Fall Meeting Set for October 26-27 in Clear Lake

You won't want to miss this year's Fall Meeting at the Konocti Harbor Resort & Spa on Clear Lake. Chapter President, Russ Cremer and his wife Joan will host the meeting in their own back yard - Lake County. Agriculture in this part of the state is interesting and diversified and the tour planned for the 27th will be both fun and informative.



The schedule for the two day meeting begins with a new Conservation Easements offering on Wednesday, October 26. (See article on page 5). After the class, a President's Reception will be hosted by Russ and Joan in the President's Suite followed by an outdoor barbecue on premise at the Konocti Resort.

Thursday morning will begin with a Board of Directors meeting, followed by a brief general membership meeting. The program will then move into an overview of Lake County agriculture. Buses will depart mid-morning from the resort for the agricultural tour that will provide a look at the various vineyard regions in the county. Ceàgo Del Lago will also be a featured stop on the tour as will a visit to the Steele Winery.

Ceàgo Del Lago is the creation of Jim Fetzer of Fetzer Winery. Following the sale of the winery in 1992, he created Ceàgo Vinegarden, where the first ranch was located in the McNab Valley in Mendocino County. The vineyards look like many others, but it's what you don't see that makes them unique. The vines are grown biodynamically, a farming method made popular by an Austrian scientist and philosopher names Rudolph Steiner.

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## 2005 CA Chapter Executive Committee

### President

Russell Cremer  
*Cremer Agribusiness Svcs.*  
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### President Elect

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### Board Member 1st Year

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### Treasurer

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### Immediate Past President

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### California Chapter, ASFMRA

P.O. Box 838  
Woodbridge, CA 95258  
209.368.3672 / FAX 368.3602  
www.calasfmra.com

## 2005 Committees

The California Chapter thanks those members who serve on the many committees that are vital to the success of the organization. Please don't hesitate to contact any chairperson if you are interested in getting involved.

### Appraisal Review

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### Audit

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lrickard@rickardappraisal.com

### Land Values Survey

Allan Barros, ARA  
Fresno-Madera Farm Credit  
559.276.4826 -  
allan.barros@fmfarmcredit.com

### Spring Meeting

Charlie McElligott, ARA  
Rabo AgriFinance  
209.951.4980  
Charles.McElligott@raboag.com

### Fall Meeting

Richard Brockmeyer, AAC  
Wine Industry Investment Consulting  
707.226.8252  
winepro@pacbell.net

### Membership

John Currey, AFM  
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707.678.1655  
John.Currey@ca.usda.gov

### Nominating

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### Professional Advancement

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### Scholarships

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### Sponsorships

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## What's New On-Line?

### www.calasfmra.com

- The chapter web based directory continues to be updated as address changes are submitted to the chapter office.
- Proceedings Materials from the 2005 Spring Meeting are available to download from the chapter site.
- The link to USDA studies has been fixed and these should now be accessible.
- Link to OREA continuing education credit information for chapter and national ASFMRA courses is now working.

# Ceàgo Vinegarden to Receive Inaugural Agricultural Stewardship Award

Ceàgo Vinegarden will receive the inaugural Agricultural Stewardship Award at the California Chapter, ASFMRA's Fall Meeting in October. The award, co-sponsored by the California Chapter, ASFMRA and Western Agricultural Services, will annually give recognition to an agribusiness in California that has demonstrated excellence in conserving, maintaining and improving our natural resources and environment by using innovative and progressive business practices.

Ceàgo Vinegarden is owned by Jim Fetzer, former President of Fetzer Vineyards. He created Ceàgo Vinegarden following the sale of Fetzer Winery in 1992. The first Ceàgo ranch was located in the McNab Valley, west of the Russian River Valley Mendocino County. This ranch has 1,400 acres of grapes, olives and oak woodlands. In the spring of 2001, Jim purchased 270 acres between the villages of Nice and Lucerne on the north shore of Clear Lake in Lake County. This property, "Ceàgo Del Lago" is the focus of intense development efforts, where Jim will showcase the biodynamic farm along with a Food and Wine Center. Vineyards consists of Cabernet Sauvignon, Merlot, Syrah, Malbec, Petite Verdot, Sauvignon Blanc, and Muscat varieties.

The mission of the company is to craft small lots of wine made from estate grown organic and biodynamic grapes using the best of old and new world winemaking techniques. They are committed to producing high quality grapes for wine while farming using biodynamic practices.

Biodynamic viticulture is a system of farming and managing natural resources to produce the highest possible crop quality. The central goal of biodynamic farming is to create and maintain unique, self-sustaining farm



*The view at Ceàgo Del Lago*

ecosystems. This is achieved by building and maintaining soil fertility through composting and crop rotation. Unique to biodynamic farming is the application of biodynamic preparations (organic nutrient teas) that stimulate soil and compost microbial activity and stimulate the life forces of soil and plants. Ceàgo Vinegarden is certified organic and biodynamic by Demeter Association, Inc.

Today, Jim Fetzer concentrates on sound farming practices using biodynamic and organic methods to produce quality grapes. At Ceàgo, he has taken everything learned from his dad and forty years in the wine business to a new level of farming. The character of the grapes and the wine speak for themselves.

The California Chapter, ASFMRA and Western Agricultural Services are pleased to honor Jim Fetzer and Ceàgo Vinegarden with the 2005 Agricultural Stewardship Award.



*Jim Fetzer, Owner & President,  
Ceàgo Vinegarden*

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## Fall Meeting, cont.

In 2001, Jim purchased 270 acres between the villages of Nice and Lucerne on the north shore of Clear Lake - the property now called Ceàgo Del Lago. Ceàgo Del Lago showcases the biodynamic method of farming on grapes, walnuts, olives, figs, and lavender, in addition to seasonal plantings of sunflowers, wheat and other annuals.

The final leg of the tour will include a look at various pear and walnut orchards in the area. Once back at Konocti, grab your clubs - or club that is - for the CA Chapter's first ever "Miniature Golf Tournament"!

The Fall Meeting will conclude with the annual installation and awards banquet with wines featured by Lake County vintners.

Special thanks to Richard Brockmeyer, AAC, who has led the charge with Russ to plan this Fall event.

Note: If you are interested in entertainment, Rascal Flats & Blake Shelton will be playing in the Konocti Amphitheater on Saturday, Oct. 29th. Contact the Konocti directly for information by calling 800.660.5253 or visit [www.konoctiharbor.com](http://www.konoctiharbor.com).

## Committee News

### Land Value Survey Update

The Land Value Survey (*Trends in Agricultural Land and Lease Values*) is having another great year. Thanks to our dedicated sponsors who help us create the publication, along with the tireless hours of work provided by Suzie Roget and Nancy Clemmensen, *Trends* has truly become one of our best advertising tools ever. More people know about the American Society of Farm Managers and Rural Appraisers because of our Land Value Survey. They also know that they can count on us to provide the information they need to run their business. We have the best farm managers and rural appraisers in the nation and this publication so proclaims.

We are selling more Surveys today than ever before. To date, sales are almost 35% higher than were they were at this time last year! Because it is such a great looking product, we are opening more new doors and creating new inroads with professionals throughout the state. A recent direct mail campaign to the local Public Accountants has proven to be fruitful and has motivated us to do the same with the local agricultural attorneys and other professionals. As we build a larger readership, we will promote to an even broader group of people, both in and out of the state. The Survey literally sells itself. All we have to do is to get it in front of those who need it.

Every time you get a chance, ask a client if they wouldn't like to see the best source of general land values and rents in the state. Put your business card on the front and then give them a copy. Make sure they get one of our order forms for next year's publication too. If history repeats itself they will want to be first in line to get the data as it comes hot off of the press.

As good as we are doing now, with your help we can do even more. We are excited about building the 2006 edition of this publication. With land values moving as much as they are, this upcoming publication will be as fun to put together as it will be to read. It will be a challenge to keep the land value trend charts on each page. Also, as we have done over the last two years, we will discuss two of our state's top ten crops, in detail. This has become a popular addition to our Survey.

Again, we are ahead of last year as far as quality and sales are concerned. We will continue to improve the product and the distribution, but you can help us move it along even faster. Please remember, every time you get a chance to do so, tell those who need general information about the state's agricultural land values and rents, about *Trends*. Let them know what we have and help them be far better informed than they have been in the past.

Allan J. Barros, ARA  
Land Value Survey Chair

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### Newly Accredited/ Professional Advancement Committee

First, I want to congratulate Ken McBay, ARA, MAI on becoming the latest chapter member to complete the accreditation requirements and become newly accredited. Congratulations Ken.

Second, I am looking for a co-chairperson to represent the Accredited Farm Manager candidates on the committee as I am not qualified to properly advise candidates for AFM. It would be greatly appreciated and the chapter would be much better served.

Third, we are creating a list of accredited members that would be willing to "mentor" a candidate

member. We will pair you up and hopefully it will facilitate and shorten the time in getting candidate member to accredited members.

Lastly, I want to again remind the candidate members that the hours of education requirements will be changing starting January 1, 2008. Now is the time to get going and get it done. Applications have to be submitted by January 1, 2006 in order to sit for the exam in 2006.

Please let me know if you have any questions.

Lyle Wilkinson, Chairperson  
Phone - 559.277.7474 X117  
Email - lylew@c-x.com

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### New Award to Honor Stewards of California Agriculture

The California Chapter is pleased to announce the addition of the new *Agricultural Stewardship Award*. The award was developed by Jim and Mary Rickert of Western Agricultural Services in conjunction with the California Chapter, ASFMRA and is designed to give recognition to an agribusiness in California that has demonstrated excellence in conserving, maintaining and improving our natural resources and environment by using innovative and progressive business practices.

The award will be presented annually at the chapter's Fall Meeting and the chapter is pleased to co-sponsor the honor with Jim and Mary.

Suggestions of future worthy recipients are most welcome and can be forwarded to the Awards Committee chair, Scott Johnson, ARA. To reach Scott by phone, call 209.575.1881. His email address is [scott@agassociates.biz](mailto:scott@agassociates.biz).

*Don't miss article announcing the inaugural recipient of the Agricultural Stewardship Award on Page 3!*

## Education

### New Conservation Easements Course to be Offered at Fall Meeting

The Chapter's Education Committee has been hard at work in the development of a Conservation Easements course that will provide a familiarization with the CE process. (See course description below). The course will be held on Wednesday, October 26 at the Konocti Harbor Resort in Clear Lake. Fees for the course are \$175 for ASFMRA members and \$200 for non-members. Registration materials will be available in the Fall Meeting registration brochure being mailed in mid-September.

#### **Conservation Easements – A Tool for the Future**

*A comprehensive course on the concept and development of Conservation Easements in California*

This seven hour course - geared toward land owners, real estate lenders and appraisers - provides a general familiarization with the Conservation Easement process. The course begins with an overview of Conservation Easements and the lack of understanding of the benefits of this valuable tool. The concept of the Conservation Contract will be fully discussed in the morning session as well as the different types of easements; degrees of restrictions; who can grant them; operation and management of easement property; and the duration period. The session will introduce and explain the entire Conservation Easement process, including valuation issues, the transaction process, the roles of the players, the types of trusts available, and the advantages and drawbacks. The afternoon session will provide students with a real world look at a Conservation Easement through the presentation of an actual transaction by the parties involved.

## Member News

### Ken McBay Receives Accreditation



**Kenneth R. McBay, ARA, MAI** recently completed all the requirements to become an Accredited Rural Appraiser with the American Society of Farm Managers and Rural Appraisers (ASFMRA). Ken received notification in July that he had passed the accreditation exam and will be recognized in October at the national meeting in Austin, TX.

Ken is a fee appraiser and has his own business based in Sacramento. Ken started appraising in 1977 on a part time basis while doing property management for several companies. He has had his own fee practice since 1991 and has been a member of ASFMRA since 1999. Ken specializes in appraising agricultural properties, commercial properties and rights-of-way.

Ken has been married to his wife Cheryl for 38 years. They have 3 adult sons and 8 grandchildren.

### Prather Ranch -2005 Producer of the Year

The Beef Improvement Federation is proud to present the 2005 Commercial Producer of the Year award to Prather Ranch, Fall River Mills, California. The Prather Ranch is a

vertically integrated cattle business that operates in five northern California counties.

The ranch headquarters was founded in the 1870's and acquired by Walter Ralphs in 1964. Jim and Mary Rickert formed an association with the ranch in 1979.

The ranch operates a "closed herd" of 1,550 English crossbred cows. The cow herd is about 20% Angus, 20% Hereford, and approximately 60% black baldies. About 60% of the cows calve in the spring near Macdoel, California for the ranch's natural beef program. The remaining 40% calve in the fall and are certified organic. The organic herd is maintained separately, summering in the Fall River Valley and wintering in the northern Sacramento Valley. This facilitates the unique marketing programs of the Prather Ranch.

This "closed herd" concept is based on the need to maximize biosecurity. Prather Ranch supplied bovine raw materials to various pharmaceutical companies and, as a requirement, extensive record keeping and Standard Operating Procedures are in place. On the cow side, the herd was closed in 1975. Since 1990, the herd has been bred by artificial insemination or ranch raised bulls. The ranch has implemented and participates in a young sire progeny-testing program, known as Gen-Scan, by working with purebred breeders and the American Hereford and American Angus Associations.

In 1995, the ranch built a USDA inspected on-site slaughterhouse and meat processing facility. The ranch direct markets natural and organic dry-aged beef in southern Oregon and northern California. *Prather Ranch Meat Company* also maintains a storefront in the San Francisco Ferry Building.

Prather Ranch was nominated by the University of California – Agriculture and Natural Resources Cooperative Extension, Siskiyou County and is the first California beef ranching operation to ever win this award.

Congratulations to Prather Ranch and to California Chapter members, Jim and Mary Rickert!

## From the President, *Continued from page 1...*

should be very interesting and informative to a widespread audience. Last, the Dairy Seminar is currently under development and we are hoping that it will be ready for presentation at the 2006 Spring Meeting. All in all, our Education Committee has done an outstanding job this year bringing quality educational opportunities to the chapter.

The Spring Meeting in Sacramento, although down somewhat in attendance, also presented exceptional and timely topics with excellent speakers. Again, thanks to Charlie McElligott and his committee. We look forward to the 2006 Spring Meeting to be held in Visalia. Committee Chairman Dave Moore is already hard at work on the program. Dave promises some new and exciting features. I believe you will all be pleased by the changes.

The Land Value Survey continues to enjoy accolades from many new readers as well as continuing subscribers. Suzie has done her usual great job in getting the word out to potential customers resulting in significant new sales. Allan and Nancy already are hard at work on the 2006 edition including plans for increasing the efficiency of the publication process.

As you know, the 2005 National Meeting will be held in early October in Austin, Texas. California will be supporting national with a sponsorship of a portion of one of the meeting breakfasts. The chapter's own Steve Runyan and Jim Rickert will be installed as Executive Council First Vice President and District VII Vice President, respectively. Also, Ken McBay will be receiving his ARA at the meeting. Congratulations are in order to all three!

The last event of the year is our Fall Meeting. As most of you know, it is being held this year at Konocti

(Ko-noc-ti) Harbor Resort and Spa on beautiful Clear Lake in Lake County, California on October 26<sup>th</sup> and October 27<sup>th</sup>, 2005.

On October 26<sup>th</sup>, the new Conservation Easements Seminar will be held. A reception will follow in the President's Suite, featuring fine Lake County produced wines, sparkling wine and maybe beer (I am still working on that). Committee Chairman Brockmeyer has pre-tested most, if not all, the wines to be presented. Retired Committee Chairman (and father of one of our Lake County vintners) John Kirkpatrick is working on fruits and nuts and other snacks to munch on. Following the reception, a barbecue will be held on site at the resort.

On October 27<sup>th</sup> an early morning Board of Directors Meeting will be followed by a short membership meeting. Our tour will then depart. It will first go by mountain vineyards in our Red Hills Appellation, then proceed around the eastern shore of Clear Lake by the proposed High Valley Appellation vineyard area and on to our first stop at Ceàgo del Lago winery and demonstration farm. Ceàgo is owned by the Fetzer family and is located on the shores of Clearlake. The Fetzers practice bio-dynamics (as one member said "organic farming squared") in this and at other operations in Mendocino County. Tour goers will enjoy a tour of the facility and talk on the art/science of bio-dynamic crop production. From Ceàgo the tour will continue around the north end of the Lake past Upper Lake with its mixture of pear and walnut orchards as well as vineyards. We will continue south on the west side of the Lake past Lakeport, the county seat, to our next stop at Steele Winery in the Big Valley area. Jed Steele, owner of the winery, is a pioneer vintner in Lake County, having come to the county as winemaker for Kendall-Jackson at their first winery facility. He not only makes excellent wines but also is prolific with thirty-some different offerings. From Steele's, the tour will make its way back to Konocti .

Lunch will be provided on the tour at our Ceàgo stop and, of course, wine and other goodies may be purchased at the two stops. James and Anne Austin of Eleven Roses Ranch will accompany us on the tour. They are long time Lake County residents and will provide commentary and answer questions about the area.

The Installation and Awards Banquet will follow at the resort. This year, in addition to chapter member awards, the first annual Agricultural Stewardship Award, co-sponsored by Western Agricultural Services and the California Chapter, ASFMRA will be presented.

If you can, plan to spend an extra day or two in the county. The area offers a number of entertainment options, including world-class bass fishing (or just boating) on Clear Lake. Bring your own boat or rent one at the resort. There is also Nevada style gaming at one of three casinos, live entertainment at Konocti Harbor Resort, golf at one of several nearby courses, free tours of the Geysers (largest geothermal energy facility in the world) starting at the Calpine Geothermal Visitor Center and, of course, wine tasting at a number of wineries in the area.

As some of you know, I was born and raised in Lake County. After being gone for more than 30 years, my wife, Joan and I returned two years ago. Although it doesn't have a Nordstrom or Home Depot (as Joan pointed out to me), we think it does offer amenities not available in other places such as clean air and a lot more stars visible at night.

Our county is growing and despite some aches and pains, we are proud of the direction it is taking. We are looking forward to showing it off in October. We hope to see you there!

*Russ Cremer*  
California Chapter President

# Nominee Selected for 2005-06 Chapter Board Seat

The Nominating Committee has selected **Ralph F. Pavey, ARA, MAI** as the nominee for the soon to be vacant First Year Board Member seat in the upcoming California Chapter election. Ralph is an Independent Real Estate Appraiser, Broker and Consultant and has been a member of ASFMRA since 1987.

In his business, Ralph specializes in northern California agricultural properties. He has extensive experience with row and field crop farms; orchards and vineyards; dairies; livestock and horse ranches; poultry facilities; nurseries and greenhouses; cold storage and packing facilities; cotton gins; hunting clubs; veterinary hospitals; conservation and other easements; eminent domain properties; and the list goes on. In addition, he is an instructor of Farm and Rural Resources Appraisal at UC Davis.

Ralph is a graduate of Cal Poly San Luis Obispo. He is a member of the Appraisal Institute, the National Association of Realtors, California Association of Realtors, and Sacramento Association of Realtors in addition to the ASFMRA. He is designated as both an ARA and an MAI and holds professional licenses as a Certified General Real Estate Appraiser and Real Estate Broker in the state of California.

Ralph and his wife, Diane, live in the Sacramento community of Wilton and have two sons, Brian and Kenny. In his spare time, Ralph enjoys his horses, especially attending calf brandings.

Nominations are now open to the chapter and may be submitted no later than October 1, 2005. Nominations must be submitted in writing to the chapter Secretary by any three members in good standing acting together. If by October 1, only one nomination for each position exists, the requirements of the election of these nominees shall be deemed fulfilled and

## California Chapter Elections 2005-2006

*The following two individuals will automatically advance to their new board positions.*

### President

Lorrain Friant, AFM, CAC  
Joaquin Friant  
Yuba City

### Immediate Past President

Russell Cremer  
Cremer Agribusiness  
Services, Lower Lake

*The following individuals have been nominated as officers of the California Chapter, ASFMRA for 2005- 2006.*

### President-Elect

Randy Edwards, ARA  
Edwards and Lien, Inc.  
Hilmar

### First Vice President

David Moore, AFM  
Fresno

### Second Vice President

Michael Ming  
Alliance Valuation Services  
Bakersfield

### 2nd Year Board Member

John Meek, AFM, AAC  
JMeek Agribusiness Mgt.  
Lodi

### 1st Year Board Member

Ralph Pavey, ARA, MAI  
Wilton

### Nominating Committee (2 at large member nominees) -

Gary Helin  
Visalia

Michael Thompson, ARA  
Fresno

these nominees shall be elected by acclamation, thereby eliminating the ballot election process for these positions.

Please submit nominations by mail, fax or Email as noted below:

Chapter Secretary  
California Chapter, ASFMRA  
P.O. Box 838  
Woodbridge, CA 95258

FAX: 209.368.3602

Email: [secretary@calasfmra.com](mailto:secretary@calasfmra.com)



## Job Opportunity

**Appraiser** - Opportunity for employment with the United States Department of the Interior Appraisal Services Directorate located in Sacramento, California. Work includes federal appraisal contracting, appraisal report preparation, and appraisal reviews for the Bureau of Reclamation, Bureau of Land Management, National Park Service, and Fish and Wildlife Service. Work is primarily rural, including conservation easements on agricultural land. Must have state certification and a designation. Salary range is \$75,123 to \$97,658. Contact Alex Glade, Regional Appraiser, for further information at (916) 870-0944.

Appraisal Institute  
Northern California Chapter  
presents

**2005 ANNUAL FALL CONFERENCE  
Career and Exhibitor Fair**

**Friday, October 14**  
Hilton ~ San Francisco

Opening Speaker  
Larry Stone, Santa Clara County Assessor  
*"Proposition 13 After 27 Years: Is it Working?"*

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[www.norcal-ai.org](http://www.norcal-ai.org) or call 925.932.7753

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**2005 CALIFORNIA CHAPTER  
ASFMRA - Event Calendar**

- |                      |   |
|----------------------|---|
| September<br>10 - 14 | Leadership Institute - Washington DC  |
| October<br>6 - 8     | ASFMRA Annual Convention and Trade Show<br>Hilton Hotel - Austin, Texas                               |
| 14                   | No. California Chapter Appraisal Institute Fall Meeting - Hilton, San Francisco                       |
| 26                   | Conservation Easements Course - Konocti Harbor Resort, Clear Lake                                     |
| 27                   | Board of Directors Meeting - Konocti Harbor Resort, Clear Lake  |
| 26-27                | California Chapter Fall Meeting and Officer Installation Banquet<br>Konocti Harbor Resort, Clear Lake |

