

# California Artichoke Advisory Board

## Annual Report

### 2020-2021

#### The Board 2017-2021

#### Members

Michael Scattini  
President  
Dale Huss  
Vice President  
Ed Mora  
Secretary  
Garrett Cardilino  
Benny Jefferson  
Adrian Zendejas  
Jeff Percy

#### Alternates

Francisco Castaneda  
Ryan Kelly  
Ron Mondo

The board assists the California Department of Agriculture in the administration of the Marketing Order. All members are producers of California grown artichokes. Membership is at-large and not designated by district, county, or any other subdivision of the state. Appointments to the board by the California Department of Agriculture gives consideration to representation from the state's various production areas.

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### **The California Artichoke Advisory Board**

The California Artichoke Advisory Board has supported the industry in promotion and research since 1960. Its current primary focus is to seek solutions for disease and insect problems through the Artichoke Research Association and for generic promotion of California grown Globe Artichokes through its website:

[www.artichokes.org](http://www.artichokes.org)

and Facebook page:

<https://www.facebook.com/pages/category/Nonprofit-Organization/California-Artichoke-Advisory-Board-129982993683166/>.

**BUDGET COMPARISON**  
**Year Ending June 30, 2021**

	<b>BUDGET</b>	<b>ACTUAL</b>	<b>VARIANCE</b>
<b>REVENUE:</b>			
Carry Over	\$57139	58343	-1204
Acreage Assessments @ \$1.00	4235	4417	-182
Carton Assessments @ \$.02	60,000	70095	-10095
Interest		0	0
Other Income	0	0	0
<b>Total Revenue</b>	<b>121,374</b>	<b>132,855</b>	<b>-11,481</b>
<b>EXPENDITURES:</b>			
<b>Administrative:</b>			
Audits	7400	7284	116
Insurance	1300	1191	109
Management Services	37080	37080	0
Office Expense	6,000	3445	2,555
Postage	400	396	4
Promotion	2150	156	1994
Rent	5,400	5,400	-
Telephone	1,600	1613	-13
Travel	500	0	500
Utilities	720	720	-
Website	900	702	198
<b>Program:</b>		0	
Research	0	0	-
<b>Departmental:</b>		0	
Marketing Branch	20,000	15366	4634
Marketing Audits	0	0	0
Contingency/Reserves	20,000	0	20000
<b>Total Expenditures</b>	<b>103,450</b>	<b>73,354</b>	<b>30,096</b>

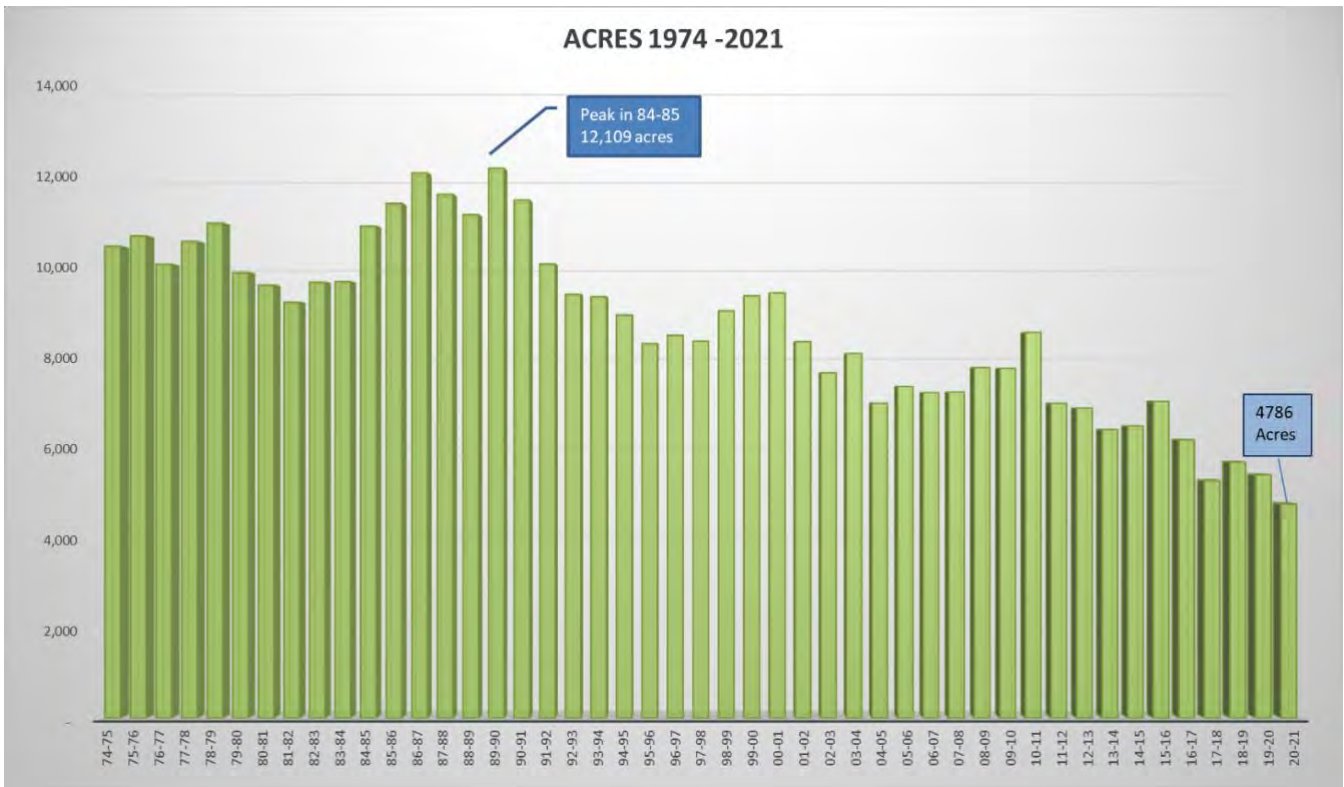


**Budget Review**

Having approved \$.02/carton and \$1.00/acre as the assessment rate for the crop year, the board planned on an income of \$64,235 from those assessments. Both the acreage assessment and the carton assessment came in higher than estimated by \$10,277. The actual carryover from the previous budget of \$58,843 was very close to the budgeted \$57,136. Savings of \$30,096 in operating expenses boosted the anticipated carryover for the next crop year.

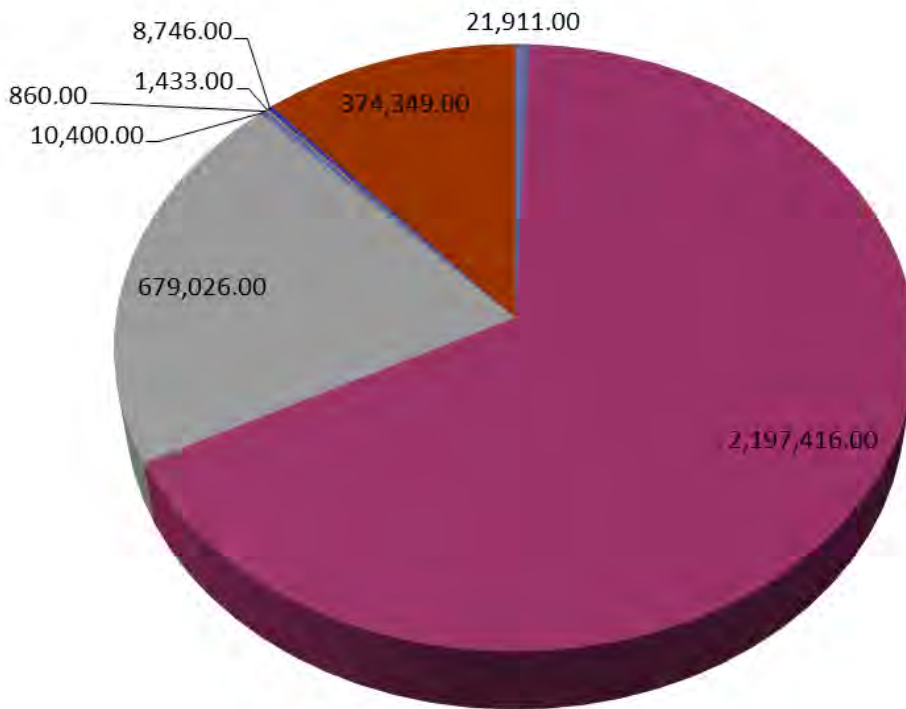
0 % Research was budgeted and expended this year, as most of the research projected were carried over from the previous year or were funded by outside grants. Management costs were 62% of the planned budget and 79% actual budget. Marketing Branch (including the required annual compliance audit) totaled 20% of the planned and 21% of the actual budget.

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Total acreage for 2020-2021 was 4,787, producing 3,294,141 cartons.

### FY 2020-2021 Cartons



■ Imperial 
 ■ Monterey 
 ■ Riverside 
 ■ San Benito 
 ■ San Mateo 
 ■ Santa Barbara 
 ■ Santa Cruz 
 ■ Ventura

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## The Continuing Quest for Control At the Artichoke Research Association

**GreenFuture Light Traps** – A field study was performed to evaluate GreenFuture light sources for attracting Plume Moths and studying the species and quantity of non-target insects. Conclusion of the study: The light blue source performed best overall in attracting Plume Moths. The most trapped insects were Outlet moths, Diamondback moths and mosquitoes. One eyed sphinxes were trapped more frequently by the light blue source. The dual light source trapped mor mosquitoes and the Outlet and Diamondback moths were trapped more frequently by the light blue source.

**Foliar Fertilization** – A field study of the effectiveness of crop protection through foliar fertilization. Conclusions: Artichokes treated with a foliar program did not show significant improvements for controlling Plume Moths nor Ramularia leaf spot, relative to an untreated check. Crop responses were uniform except for canopy greenness, which was elevated for the treated artichokes.

**Soil Borne Disease Control** – The study of “K-Pam” (metam-potassium) in controlling verticillium, erwinia, symphian and weeds in artichokes. This is a currently ongoing study about 25% complete. It was started in late April with the inoculation of Verticillium, followed by fumigation and planting on May 13th. Data is pending until study is complete.

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