

separate virus strains differing in their levels of pathogenicity. Collection and characterization of strains will continue in a more organized effort this year, and we anticipate that we will be able to differentiate strains for use in the breeding program.

### Objective 2

Antisera were produced to California isolates of the three pepper potyviruses, TEV, PeMV and PVY. These antisera have been tested in routine assays and are suitable for identifying specific virus infections in pepper plants and other weed species. The various antisera appear to be of sufficient quality and quantity that we have supplies which will prove useful for pepper virus research for the next several years.

### Objective 3

Collection of pepper germplasm has begun and will continue through the upcoming year. The various resistance sources are currently being increased and will be screened in a directed manner against the various strains of California pepper viruses. These will be useful for identifying various strains and for incorporating various resistance genes into peppers for virus control.

making extensive (and expensive) trips to the various growing regions.

We believe we have collected a complete list of farm advisors who are assigned to pepper production throughout the State, but if we have missed a particular area, or a farm advisor, we would hope that you let us know about it.

## Pepper Farm Advisor Contacts Cooperative Extension

**FRESNO COUNTY**  
Donald M. May  
1720 So. Maple Ave.  
Fresno 93702  
Ph. (209) 488-3285

**KERN COUNTY**  
John Guerard  
1031 So. Mt. Vernon Ave.  
Bakersfield 93307  
Ph. (805) 861-2631

**MERCED COUNTY**  
Bob Scheuerman  
2145 W. Wardrobe Ave.  
Merced 95340  
Ph. (209) 385-7403

**MONTEREY COUNTY**  
Steven Koike  
118 Wilgart Way  
Salinas 93901  
Ph. (408) 758-4637

**ORANGE COUNTY**  
Harold Otto  
1000 So. Harbor Blvd.  
Anaheim 92805  
Ph. (714) 774-7050

**RIVERSIDE COUNTY**  
Baameur Abdelaziz  
21150 Box Springs Rd.  
Riverside 92507  
Ph. (714) 683-6491

**SAN BENITO COUNTY**  
Richard Smith  
649-A San Benito St.  
Hollister 95023  
Ph. (408) 637-5346

**SAN DIEGO COUNTY**  
Wayne Schrader  
Bldg. 4, 555 Overland Ave.  
San Diego 92123  
Ph. (619) 694-2845

**SAN JOAQUIN COUNTY**  
Bob Mullen  
420 So. Wilson Way  
Stockton 95205  
Ph. (209) 944-3711

**SAN LUIS OBISPO/  
SANTA BARBARA COUNTIES**  
Marvin Snyder  
624 W. Foster Rd.  
Santa Maria 934552  
Ph. (805) 934-6240

**SANTA CLARA COUNTY**  
Nancy Garrison  
2175 The Alameda  
San Jose 95126  
Ph. (408) 299-2635

**STANISLAUS COUNTY**  
Jesus Valencia  
733 County Ctr. III  
Modesto 95355  
Ph. (209) 525-6654

**TULARE COUNTY**  
Michelle Le Strange  
Ag. Bldg., Co. Civic Ctr.  
Visalia 93291  
Ph. (209) 733-6363

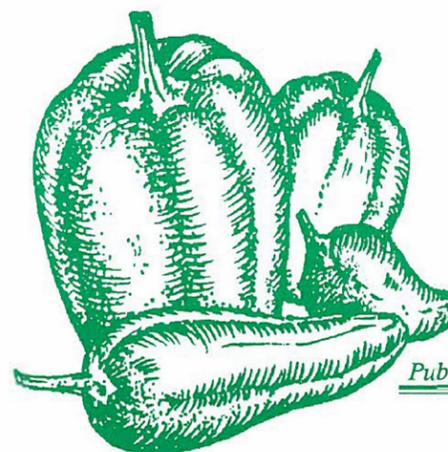
**VENTURA COUNTY**  
Bob Brendler  
800 So. Victoria Ave.  
Ventura 93009  
Ph. (805) 654-2921

## Farm Advisor Network Established To Help Industry Detect And Solve Virus Problems

In an effort to speed up and simplify the job of determining the types of viruses that are infecting California peppers, the California Pepper Commission, working in conjunction with Dr. Bryce Falk, has established a network of farm advisors around the State. Because of their proximity and availability to the growers, the farm advisors are a natural avenue of communication between the growers who are experiencing virus problems and the University personnel who are trying to solve those problems. However, for any such communication system to work effectively, the people using it need to know how it's supposed to work, and that's the reason for this article.

### Pepper Growers, Attention:

If you have a problem with what appears to be a virus, we ask that you contact the farm advisor listed for your growing area. The accompanying list gives you the farm advisors' names, addresses and phone numbers so you can contact them when you have a virus problem. After they have inspected your field, and probably taken some samples of the diseased plants, they will be in touch with Dr. Falk at U. C. Davis. With this system in place, not only will Dr. Falk be able to know what's occurring throughout the pepper-growing regions in the State, but he will also have the opportunity to get samples of the different types of viruses that are affecting pepper production without



# California Pepper Commission Newsletter

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## — ANNUAL REPORT ISSUE —

### Commission Successfully Completes First Year And Looks To Additional Progress In 1990-91

#### Banta Again Chosen Chairman

The Commission held its second annual meeting in March and the first order of business was the election of officers for 1990-91. The Commission again chose as its Chairman, Santa Maria Chili's Steve Banta, and again selected Frank Luenser as Vice Chairman. Luenser is a pepper producer from Arroyo Grande. Other Commissioners are listed on the roster on page 3. The Commission is composed of five producer members representing production districts in California, and five handler members representing the various types of peppers grown, and their differing uses. There is also a Public Member, chosen by the Commission, and appointed by the CDFA Director, and each of the members has an alternate.

#### First Year Assessments Exceed Budget

Despite some nervous times in the fall, when it seemed the Commission might not meet its budgeted income for its first year of operation, the eventual total of assessments received more than met the budgeted income

of \$110,000 for fiscal 1989-90, which ended April 30, 1990. The budget had been based on an estimated crop size of 220,000 tons of fresh peppers. Although not all pepper assessments are paid on a "wet" weight, the assessment rates for dry peppers and for pepper seed are set to be equivalent to the weight wet, and thus the Commission budgeted accordingly at roughly fifty cents per ton.

When all the year's receipts were in, it appears the crop size actually totaled close to 270,000 tons. This brought the Commission's total income, including interest for the year, to more than \$135,000, or \$25,000 over the budget. This larger-than-expected income enabled the Commission to continue into the second year of operation without increasing the 1990-91 assessment rate, which stays at the "wet weight rate" of 50 cents per ton. Under the Commission law, the Commission has the authority to assess up to \$2.00 per ton, but the Commissioners have been careful not to raise the assessment unless or until there is a pressing need for more research funds.

#### Assessment Variations

In an effort to make the payment of assessments by handlers as simple and efficient as possible, the Commission has decided to allow those paying relatively small amounts (\$500 or less per year) to make reports only twice a year. Ordinarily, handlers are asked to make monthly assessment reports until they are through marketing peppers for the season, but the Commission found that requiring monthly reports from the

### Chairman's Report

By Steve Banta

The California Pepper Commission has just completed its first full year of operation. After two years in the planning stage, and a year of infancy, we seem to be well under way toward our goals and objectives of meaningful disease research.

We have come a long way in the last three years, and as I think back on the many times, events, problems and milestones encountered, one particular aspect of the journey stands out in my mind. That's the people—the people in our industry I have met and worked with along the way. Their level of competence, dedication to the industry, and, most important, common sense and down-to-earth qualities, certainly make our industry second to none. As long as California has people like I have had the opportunity to meet and work with in the pepper industry, California will continue to lead the world in agriculture. Gone are the days of old when a person, in an attempt to earn a living, could go into an agricultural profession as a last resort. To be successful in agriculture in this day and age takes a very special person.

To those special people in our pepper industry who have seen the need for, worked for, and supported the California Pepper Commission, I say "thank you" for a job well done.

smaller handlers was merely causing a lot of postage and handling expenses, both from the handlers' viewpoint, and at the Commission office. In a further attempt to simplify the assessment-paying process, the Commission will not be mailing assessment reports all year long to all handlers, but will attempt to mail them only when the handlers are actually marketing their peppers, again saving postage and time at both ends.

### Handlers to be Audited by Marketing Branch

The Commission has contracted with the Marketing Branch of the California Department of Food & Agriculture to do the necessary auditing of the handler firms who are making the assessment payments, which are mandatory under State law. The Marketing Branch regularly does similar auditing for all the State's marketing orders, and the Commissioners felt they would like to use CDFA's authority in the auditing of the industry's assessment payments. The Commission adopted a policy whereby each major handler will be audited about every other year, while the smaller handlers will be audited on a random basis calculated to insure compliance with the Commission law.

The Commission law sets forth some rather strict punitive terms for non-compliance with its assessment-paying requirements, as follows: "Any producer or handler who fails to file a return or pay any assessment within the time required by the Commission shall pay to the Commission a penalty of 10 percent of the amount of the assessment determined to be due and, in addition, pay 1-1/2 percent interest per month on the unpaid balance."

While the assessment collection process is necessarily dependent upon the industry handlers, the assessment is based on a 50-50 sharing between the producers and the handlers. The first handler (the one who buys the peppers from the producer) is obligated to pay the producer assessment and deduct the assessment from the amount due the producer for his crop.

Anyone in the industry having questions about the assessment rates or the collection process is welcome to call Jerry Munson at the Commission office at 209/591-3925.

### Commission asks for Handlers Help with Confidential Grower Mailing List

When the Commission was formed, and a referendum was held by the State, the industry mailing list was compiled by CDFA with help from the handlers, who supplied the names and addresses of pepper producers. Now that the Commission is "in business", it communicates regularly with the handlers, from whom it collects the assessments, but it will soon lose contact with the producers, unless an attempt is made to keep the producer mailing list current. The Commission has asked all handlers of record to submit their current producer lists, and intends to annually update the list. In this way, the Commission can continue to

## CALIFORNIA PEPPER COMMISSION

Financial Report

Fiscal Year: May 1, 1989 through April 30, 1990

Account Name

### INCOME:

Assessment Income, 1989-90 (Based on combined rate of \$.50/ton)	\$ 134,774
Interest	2,713
<b>Total Income</b>	<b>\$ 137,487</b>

### EXPENDITURES:

Outstanding Starting Expenses:	\$ 13,975
- Pepper Improvement Foundation	7,000*
- Kahn, Soares & Conway	4,975
- Marketing Branch	2,000
Management Services	26,000
Office Supplies	1,627
Telephone	712
Postage	866
Travel & Mileage	1,300
Meetings	1,071
Insurance, Taxes & Bonds	379
Marketing Branch	13,500
Production Research	32,760
<b>Total Expenses</b>	<b>\$ 92,190</b>

Carry-over Reserve to 1990-91	45,297
<b>Total Expenses &amp; Reserve</b>	<b>\$ 137,487</b>

\*The total amount owed to the Foundation is \$21,000, which is to be reimbursed over a three-year period.

communicate with the people who are paying the bill – the producers as well as the handlers. Commission law requires producer and handler lists to be kept confidential to the Commission office and CDFA. The producer list is not subject to outside examination, even at Commission meetings.

### First Annual Financial Report

The accompanying financial report for fiscal 1989-90 shows the particulars of the Commission's first year of operation, and it is rather obvious that start-up costs and overhead made up a large part of the expenses. What might not be so obvious is the fact that most of those types of costs are a one-time expense, and as the Commission gets those start-up costs paid off, a much larger percentage of its operational funds can go into the main purpose of the Commission's existence, the research program. The Commission will be paying back an additional \$14,000 in start-up costs over the next two years, and has the California Pepper Improvement Foundation to thank, not only for "fronting" the money to get the Commission under way, but for agreeing to let the Commission pay back the \$21,000 over a three-year period. The accompanying financial statement is rather self-explanatory, and with the more than \$40,000 in carry-over funds going into the new year, shows the Commission to be in a much better position to afford more research in subsequent years, especially if future crops continue to be as large as 1989's.



## California Pepper Commission

### Producer Representatives

Members	District	Alternates
Burt Silva King City 408/385-1428	<b>District 1</b>	Bobby Thorpe Greenfield 408/674-2822
Frank Luenser Arroyo Grande 805/489-2508	<b>District 2</b>	Vard Ikeda Arroyo Grande 805/489-2526
Mike Mondelli Gilroy 408/847-1337	<b>District 3</b>	Mike Mantelli Gilroy 408/847-1100
Joe Marchini Le Grand 209/389-4576	<b>District 4</b>	Marvin Nunes Merced 209/383-4621
Carl Lindgren Irvine 714/551-4103	<b>District 5</b>	Randy Johnston Lemoore 209/924-5335

### Public Representatives

Ken McCorkle Fresno 209/441-5017	David Ferguson Fresno 209/435-6034
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### Handler Representatives

Members	Alternates
<b>Bell Pepper Processors</b>	
Don Nelson Calif. Veg. Conc. Modesto 209/538-5429	Don Rogers J. R. Wood, Inc. Atwater 209/358-5644

### Dehydrated Chili Processors

Steve Banta Santa Maria Chili Santa Maria 805/925-1908	Mike Brem Gilroy Foods Gilroy 408/847-1424
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### Other Pepper Processors

Jerry Schwab Vlasic Foods Gilroy 408/848-4116	Jerry Hensley Saticoy Foods Saticoy 805/647-5266
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### Fresh Market Pepper Handlers

Maurio Simone Simone Ranches Merced 209/383-0161	Chuck Filice Denice & Filice Hollister 408/637-7491
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### Pepper Seed Handlers

Sat Tambo Seedcraft, Inc. Morgan Hill 408/779-6868	Paul Thomas Petoseed Co. Woodland 916/666-0931
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## Commission Agrees To Add Dr. Paul Bosland's Research Project On Verticillium Wilt

Acting on the recommendation of its Research Committee, the Commission decided at its May 9th meeting to add another research project to its 1990-91 research budget. After hearing Dr. Bryce Falk's report, and being assured his research is progressing on schedule, the Commission decided to continue the funding of that project for another year. Further, they agreed to fund a proposed project submitted by Dr. Paul Bosland of New Mexico State University, where work on "Developing enhanced pepper germplasm resistant to Verticillium wilt" will be accomplished during the coming fiscal year.

While Bosland's work is projected to be a two-year project, the Commission can only fund one year at a time, and its 1990-91 commitment is for a total of \$17,300. Over the next two years, Dr. Bosland proposes to introgress Verticillium wilt resistance into bell, jalapeno, and Anaheim pepper types. This enhanced germplasm would be released to the Commission for testing at various locations throughout California. In his research objectives, Dr. Bosland also states that, "At the same time as the breeding work is being done, genetic studies on the heritability of Verticillium wilt resistance will be investigated. Knowing the genetic control of this disease will enable future breeding objectives to be reached more rapidly.... I believe significant gains toward resistant pepper cultivars are within reach. I look forward to continuing with the California Pepper Commission on developing Verticillium wilt resistant peppers."



## Dr. Bryce Falk Reports On Results Of First Year Of Research Project

The Commission funded a single research project during the 1989-90 year, and it was headed by Dr. Bryce Falk, a virologist from U. C. Davis. Entitled, "Viruses and Fungal Pathogens in California Pepper Production: Identification, characterization, incidence and sources of Resistance", the project cost the Commission \$32,760 for the first year of research and is expected to be a long-term project. Following is Dr. Falk's summary of the first year's report:

### Objective 1

Several virus isolates (tobacco etch [TEV], potato virus Y [PVY], pepper mottle [PeMV] and cucumber mosaic viruses [CMV]) were collected from various regions of California. This was to ensure that a representative sample of important strains from all pepper growing areas is in hand for future resistance studies. We are currently characterizing the various isolates and attempting to identify a way to