

For Immediate Release  
September 16, 2008

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## **PRESS ADVISORY**

### **Santa Barbara Ag Futures Alliance Launched**

#### **New Alliance Seeks to Unify Agriculture and the Environment**

At Noon on Monday, September 22, 2008, in the historic setting of the Rancho San Julian Adobe, the Santa Barbara County Ag Futures Alliance (AFA) will hold a press conference to introduce the community to this new organization pledged to finding solutions for many of the complex agricultural and environmental issues faced by our county today. A revolutionary concept for Santa Barbara County, AFA represents a unified force for change, initiated by a cooperative effort of the Santa Barbara County Farm Bureau and the Environmental Defense Center following decades of mistrust and strife.

At the press conference, AFA spokespersons will introduce the purpose of the group and its process for reaching agreements and taking action.

**WHAT:** Press Conference launching the Santa Barbara County Ag Future Alliance. Media packets will be distributed at the event. *Refreshments featuring "tastes of Santa Barbara County" will be served.*

**WHEN:** Monday, September 22, 2008- 12 PM.

**WHERE:** Casa de San Julian, Rancho San Julian, 6000 San Julian Rd (off CA Hwy 1) Lompoc, CA 93436  
DIRECTIONS: US -101(NORTH FROM SB OR SOUTH FROM SM). Take the CA Hwy- 1 (PCH) exit toward LOMPOC/VANDENBERG AFB. Turn LEFT onto CA Hwy- 1. CA Hwy- 1 NORTH (7.5 miles) Turn RIGHT into Rancho San Julian. Map available at [www.ranchosanjulian.com](http://www.ranchosanjulian.com).

**WHO:** **AFA Founding Members:**  
Jeannie Barrett, California Rural Assistance League (CRLA)  
Teri Bontrager, SBC Farm Bureau  
Deborah Brasket, Santa Barbara County Action Network (SBCAN)  
Eric Cárdenas, Environmental Defense Center (EDC)  
Carlos Castañeda, Mission Labor, Inc.  
David Cleveland, UCSB Faculty  
Bonnie Crouse, UCSB Dining Services  
Jennifer Dolan, League of Women Voters (LWV)  
Larry Lahr, Rincon Corporation  
Kevin Merrill, Central Coast Wine Growers Association (CCWGA)  
Jim Poett, Rancho San Julian  
Chris Thompson, John Givens Organically Grown

To find out more, visit <http://santabarbaracoafa.org> or call Eric Cardenas (EDC) at 963-1622, Teri Bontrager (SBFB) at 688-7479 or Jennifer Dolan (LWV) at 310-1462.

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