

ATTACHMENT 2

University of California, Division of Agriculture and Natural Resources

Farm Advisor Program Overview

BACKGROUND: University of California, Division of Agriculture and Natural Resources (UC ANR), is the statewide division of the University of California that administers Cooperative Extension, which is responsible for local program development and delivery throughout the state of California. University of California Cooperative Extension (UCCE) is a network of colleagues with a focus on research, education programs, and outreach to resolve local challenges in communities where they live and work. UC ANR is the bridge between local issues and the power of UC Research. UC ANR's Cooperative Extension (CE) advisors, CE specialists and Agricultural Experiment Station (AES) faculty develop and deliver practical, science-based solutions that contribute to healthy food systems, healthy environments, healthy communities, and healthy Californians.

Our priorities in research, education, service, and resource allocation are guided by the UC ANR Strategic Vision. There are 5 strategic initiatives that ANR is currently focusing on: Endemic and Invasive Pests and Diseases (EIPD), Healthy Families and Communities (HFC), Sustainable Food Systems (SFS), Sustainable Natural Ecosystem (SNE), and Water Quality, Quantity and Security (WQQS).

ACADEMIC EXPECTATIONS: All UC ANR CE advisors are responsible for performance in the areas of 1) applied research and creative activity, 2) extension of knowledge and information, 3) professional competence and activity, and 4) University and public service.

Research: All UC ANR CE advisors develop and implement applied research programs to provide science-based information addressing complex issues. The applied research program will be based upon a needs assessment, and may include partnerships with a variety of campus and county-based colleagues, as well as external partners. The CE advisor will be expected to interact with UC ANR Program Teams, CE specialists, CE advisors, and others to develop, strengthen and expand the local delivery of statewide programs.

Extension of Knowledge: County and community partners have come to rely on UC ANR CE advisors as a critical resource for providing research-based information across a variety of disciplines. CE advisors disseminate appropriate, science-based information to inform clientele, using extension methods that are responsive to clientele needs and appropriate for the audience and situation. Science-based research results and educational information are disseminated using a variety of methods, including individual consultations, presentations at grower and industry meetings, workshops, short courses, field demonstrations, UC ANR publications, peer-reviewed journals, newsletters, technical reports to commodity boards/funding agencies, and an appropriate mix of contemporary and emerging electronic tools (such as online learning, web content systems and repositories, social media, impact and evaluation tools), along with specialized and public media outlets. Programs will be developed and carried out in collaboration with other UC ANR academics and appropriate statewide efforts including UC ANR Program Teams and Workgroups.

POSITION DESCRIPTION

Plant Pathology Farm Advisor

Headquartered County: Monterey

TITLE: Plant Pathology Farm Advisor

NATURE AND PURPOSE:

Conduct an extension education and applied problem-solving research program in plant pathology for the agricultural clientele of Monterey county. Provide leadership, information transfer, and technical help in the diagnosis, prevention, and alleviation of plant diseases for a wide range of primary clientele including producers, associated agribusiness individuals and agencies, and other support personnel. Provide information and advice to those who need to make sound disease management decisions. Participate in other research areas dealing with microorganisms, such as fungal ecology and food microbiology.

MAJOR RESPONSIBILITIES:

Assist in the diagnosis of plant pathological problems by providing technical information to clientele through farm calls, office visits, telephone conversations, e-mail, and laboratory analyses of plant samples. Assist clientele in making sound disease management decisions by providing pertinent plant pathology information.

Conduct a highly visible educational program using meetings, seminars, newsletters, publications, and field visits to keep clientele informed of current disease problems and disease management options.

Develop a problem-solving research program based on the assessed needs of clientele. Conduct field and greenhouse research with the support and involvement of appropriate university faculty and specialists, industry personnel, and other appropriate agencies.

Disseminate pertinent information available from university campuses, experiment stations, and other agencies to appropriate audiences.

Provide support and consultation on plant pathology matters to office staff. Cooperate on multi-disciplinary projects generated by the office staff. Participate in office staff efforts to promote UC Cooperative Extension programs and visibility.

Participate in professional organizations and collaborate with federal, state and county governmental agencies, non-government organizations and others by providing independent science-based information, technical support and leadership.

RELATIONSHIPS:

Develop and maintain a program under administrative responsibility to the County Director.

Work with the other Farm Advisors in solving crop or pest management problems which require an integrated systems approach.

Develop positive relationships with clientele, allied industry, appropriate county governmental

representatives and the media.

Develop relationships with campus specialists and other Cooperative Extension Advisors to develop joint research projects and to serve as a conduit and resource for information.

QUALIFICATIONS:

A Master's degree in plant pathology or related discipline is required. Coursework or experience in plant nematology is helpful. A background in botany, plant physiology, horticulture, and crop production is desirable.

Experience with field research and applied studies is very desirable. Quantitative skills and knowledge of, and experience using, statistical analysis and experimental designs are required.

Excellent written, oral and Interpersonal communication skills are required. Demonstrated ability in conducting, analyzing, and reporting applied research and extension is preferred.

The ability to work effectively with people is required. This skill includes working directly with individuals, organizing programs that involve groups of people, and coordinating projects between multiple agencies.

Must be fluent in English. Ability to communicate in Spanish is helpful. Computer skills are necessary.

AFFIRMATIVE ACTION:

Comply with all governmental regulations and university policies regarding affirmative action, including prohibition of discrimination.

Plan and conduct diagnostic and advisory programs in such a way as to provide equitable service to all interested ethnic and gender groups that comprise the potential clientele.

Plan and conduct educational programs so that information is available to all interested ethnic and gender groups that comprise the potential clientele. Encourage the involvement of these groups through a pro-active outreach effort.

Include affirmative action objectives in the planning, implementing, and evaluating of program efforts.

Maintain documentation of service to ethnic and gender groups in the clientele population.

POSITION DESCRIPTION

Vegetable Crops and Weed Science Farm Advisor

Headquartered County: Monterey

TITLE: Area Farm Advisor – Vegetable Crops and Weed Science

NATURE AND PURPOSE:

Develop and implement vegetable crop and weed science research projects of need and benefit to the local agricultural industry and develop an educational program to extend results research, as well as other pertinent research to a broad spectrum of agricultural clientele. Provide production and horticultural expertise in broader aspects of vegetable crop production, plant and soil nutrition, particularly with cool season vegetables. Provide pest management research and extension in weed management in local commodities. Analyze existing problems and seek solutions. Work with local clientele and the public to promote understanding of the problems and solutions and help in effecting and changing practices and behaviors. Implement programs that will bring about agricultural, economic, environmental or social impact. Provide specialized information as well as general production information depending on clientele need and level of experience.

MAJOR RESPONSIBILITIES:

Identify and prioritize research and educational needs of primary clientele - growers, field managers, pest control advisors, seed industry representatives, equipment manufacturers and allied industry. Identify agricultural issues of a broader nature and contribute to their solution where expertise from UC can be brought to bear.

In the areas of vegetable crops production and in vegetation management, conduct sound research which promotes plant health through integrated pest management practices. Find solutions to environmental issues that result from crop production such as runoff of nutrients or pesticides. Work closely on solutions with local growers, land owner, commodity boards and other public entities.

Carry out a multifaceted educational program using a variety of extension methods. Encourage the adoption of specific technologies and practices and be able to show impact. Develop, collect, adapt and disseminate appropriate research findings as educational tools.

Demonstrate and improve professional expertise in vegetable production and vegetation management. Demonstrate initiative in obtaining training to enhance research and extension capabilities as dictated by local needs.

Participate in professional organizations and collaborate with federal, state and county governmental agencies, non-government organizations and others by providing independent science-based information, technical support and leadership.

RELATIONSHIPS:

Develop and maintain a program under administrative responsibility to the County Director.

Work with the other Farm Advisors in solving crop or pest management problems which require an integrated systems approach.

Develop positive relationships with clientele, allied industry, appropriate county governmental representatives and the media.

Develop relationships with campus specialists and other Cooperative Extension Advisors to develop joint research projects and to serve as a conduit and resource for information.

QUALIFICATIONS:

A Master's Degree in Vegetable Crops, Horticulture, Plant Science, Vegetation Management, or closely related field is required. Considerable experience and knowledge of agricultural production/farming is highly desirable.

Experience with field research and applied studies is very desirable. Quantitative skills and knowledge of, and experience using, statistical analysis and experimental designs are required.

The ability to work effectively with people is required. This skill includes working directly with individuals, organizing programs that involve groups of people, and coordinating projects between multiple agencies.

Must be fluent in English. Ability to communicate in Spanish is helpful. Computer skills are necessary.

AFFIRMATIVE ACTION:

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Maintain documentation of service to ethnic and gender groups in the clientele population.

POSITION DESCRIPTION

IPM Cooperative Extension Advisor

Headquartered County: Monterey

TITLE: IPM Cooperative Extension Advisor

NATURE AND PURPOSE:

Integrated Pest Management (IPM) combines available plant protection and pest management technologies including cultural, chemical, and biological controls plus ecology and systems science with the goal of producing an ecologically and economically sound crop production system. IPM stresses an interdisciplinary approach to the science and practice of pest management and is a major focus of ANR's Endemic and Invasive Pests and Diseases Strategic Initiative.

The Integrated Pest Management (IPM) Cooperative Extension (CE) Advisor for Entomology is a key member of the UC Statewide IPM Program's (UCIPM) academic team. The IPM Advisor will develop and implement ecologically and economically sound integrated pest management programs. These programs are long term, involving such areas as monitoring, sampling, diagnosis and the integration of strategies including cultural, chemical and biological controls.

The IPM Advisor is expected to develop new strategies, and adapt and/or implement strategies already available or being developed in cooperation with CE Advisors, Specialists and AES Faculty. Special emphasis will be given to solving local problems under the UC IPM Statewide Programmatic mission.

The IPM Advisor for Entomology will conduct extension, education and applied research program that addresses grower and industry needs, including an understanding of local agricultural crops, their farming systems, and their arthropod pests and beneficials, including arthropods that act as vector of diseases.

The IPM CE Advisor for Entomology holds a pivotal role in initiating, contributing to and developing management strategies for invasive invertebrate species and resurgent endemic arthropod pests. The Advisor must also be knowledgeable about insect identification and pest-related quarantines and interstate/international marketing requirements.

MAJOR RESPONSIBILITIES:

Initiate, coordinate, and/or conduct educational programs and adaptive research projects to implement IPM and assist clientele in solving pest and pesticide-related problems.

Conduct IPM programs in the Salinas Valley, with an emphasis on interdisciplinary projects that affect cool-season vegetables including leafy greens, such as lettuce, and cole crops, such as broccoli, and other local specialty crops.

Initiate, coordinate, conduct, and/or participate in adaptive IPM research projects of significant importance to the Salinas Valley and Central Coast. Of particular emphasis are those that are interdisciplinary in nature and deemed significant by UC IPM Program, Cooperative Extension, Experiment Station, and/or ANR Workgroups.

Conduct and report regularly needs assessments to identify priority issues in IPM and entomology or problems relevant to the local clientele groups being served.

Identify and communicate data gaps and information transfer problems identified by CE Advisors, PCAs, growers, nonprofits and public agencies, and to other Cooperative Extension and Experiment Station academics, members of the UC IPM Program, and UC ANR administration.

Make expertise available to regulatory agencies to initiate, contribute to and develop management strategies for invasive species and new or exotic ones.

Initiate, coordinate, conduct, and/or participate in educational programs promoting IPM strategies and tactics. Using accepted or innovative extension techniques, these educational programs will be delivered to pest control advisers, growers, agencies, and other interested parties.

Participate in professional organizations and collaborate with federal, state and county governmental agencies, non-government organizations and others by providing independent science-based information, technical support and leadership.

RELATIONSHIPS:

Develop and maintain a program under administrative responsibility to the County Director.

Work with the other Farm Advisors in solving crop or pest management problems which require an integrated systems approach.

Develop positive relationships with clientele, allied industry, appropriate county governmental representatives and the media.

Develop relationships with campus specialists and other Cooperative Extension Advisors to develop joint research projects and to serve as a conduit and resource for information.

QUALIFICATIONS:

A master's degree, though other advanced degrees are encouraged, in disciplines such as entomology, pest management, or other closely related field is required by the appointment start date. A broad understanding of integrated pest management principles, including knowledge of crop production, cultural and biological controls, and pesticide use is required.

Ability to identify insects at the family level and be familiar with their life history is strongly encouraged. Quantitative skills and knowledge of, and experience using, statistical analysis and experimental designs are required.

Excellent written, oral and Interpersonal communication skills are required. Demonstrated ability in conducting, analyzing, and reporting applied research and extension is preferred.

The ability to work effectively with people is required. This skill includes working directly with individuals, organizing programs that involve groups of people, and coordinating projects between multiple agencies.

The IPM CE Advisor for Entomology must possess or obtain a Qualified Pesticide Applicator Certificate (QAC) or License (QAL) prior to applying or supervising the application of any pesticide.

Must be fluent in English. Ability to communicate in Spanish is helpful. Computer skills are necessary.

AFFIRMATIVE ACTION:

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Plan and conduct educational programs so that information is available to all interested ethnic and gender groups that comprise the potential clientele. Encourage the involvement of these groups through a pro-active outreach effort.

Include affirmative action objectives in the planning, implementing, and evaluating of program efforts.

Maintain documentation of service to ethnic and gender groups in the clientele population.