

12 ways UC Cooperative Extension is working for Santa Cruz County

1. Teaching Sustainability. We develop and share various techniques and approaches to achieve a healthier environment, a thriving agricultural industry, and a community driven by engaged youth and adults.

2. Spurring Economic Development; Supporting Agriculture. UC research and extension helps agriculture – a top economic driver of Santa Cruz County – remain strong, productive, and competitive in today's marketplace.

3. Creating Jobs & Leaders. Strong agricultural companies create new jobs and business opportunities. Research dollars that UC brings into our communities also create jobs and act as an entry point for tomorrow's community leaders.

4. Scouting for Pests. Our UC Cooperative Extension diagnostic lab is often the first point of detection for new plant diseases and insects that could harm area crops.

5. Protecting Soil. Techniques and practices developed or adapted by farm advisors keep tons of soil in place, preventing erosion and saving valuable topsoil.

6. Protecting Water. Farm advisors teach farm owners, managers, and irrigators ways to improve irrigation efficiency and use less water.

7. Channeling UC Expertise. Cooperative Extension collaborates with many UC researchers and scientists to help solve current environmental, agricultural, and quality of life issues affecting Santa Cruz County residents.

8. Brokering Solutions. Cooperative Extension is a neutral party bringing together entities to communicate and find workable solutions to vexing issues.

9. Promoting Food Safety. UC Cooperative Extension education and in-field experiments show the best ways to prevent harmful microbes from contaminating field produce, protecting consumers and the viability of local agriculture.

10. Reducing Pesticide Use. UC Cooperative Extension farm advisors inform farmers, gardeners, and businesses about the most effective ways to manage pests. Using scientifically tested methods and treatments—both conventional and organic—can save area businesses and residents thousands of dollars.

11. Developing Youth. UC Cooperative Extension youth development advisors generate and use the latest youth development research practices to train trainers and instill qualities our young people need to succeed.

12. Community Service. We certify hundreds of adult volunteers to work with UC Master Gardeners and youth in 4-H, all of whom contribute thousands of hours to creative local community service.



University of California
Agriculture and Natural Resources

Making a Difference for California