



Willits Economic Localization

The WELL Bucket

Volume 4 – Issue 8

August 18, 2009

Schedule of Events

August & September & October 2009

August 19 – 9:30 am

**Coordinating Committee Meeting
WELL Office (at the WAG)
221 D South Lenore in Willits**

August 20 – 7:00 pm

**Film - Grapes of Wrath
Little Lake Grange
291 School Street in Willits**

September 2 – 9:30 am

**Coordinating Committee Meeting
WELL Office (at the WAG)
221 D South Lenore in Willits**

September 17 – 7:00 pm

**Film – To Be Announced
Little Lake Grange
291 School Street in Willits**

October 2 – 6:00 pm

**Harvest Dinner
& Coordinating Committee
Elections**

**Little Lake Grange
291 School Street in Willits**

October 3 – 11:00 am

**Harvest Festival
Little Lake Grange
291 School Street in Willits**

October 15 – 7:00 pm

**Film – To Be Announced
Little Lake Grange
291 School Street in Willits**

Willits 4th Annual Harvest Dinner 2009

Local food at its best!

October 2, 2009

The dinner planning is underway, with a bumper crop of apples, tomatoes, and the addition of the Granary Staples, we are excited to offer a Mediterranean Style set meal this year.

In order to create a wonderful event for all of us to enjoy, we will need some help with the following jobs:

- A poster designer,(soon)
- Tickets printed,
- Articles in local papers,
- 2 large EASEL SIZE posters: thank you list & menu poster,

DAY OF EVENT:

- Prep cooks,(3-4)(Thursday and/or Friday, Oct 1 &2)
- Set up, (2-3)
- Table waiters,(2-3)
- Cleanup,(2-3)
- A WELL table:
- Ticket seller(s)& takers, (2)
- Decoration help, (2-5)
- Entertainment - IDEAS and follow-up, music, table top magic, etc

I am sure there is more that can be contributed...anyone want to commit to any of these jobs, or have other offerings, please call Annie at 889-2449

Dinner menu continues to evolve around Mediterranean food, also - a Local Cheese & Wine tasting will begin the evening.

Main Chefs:

- Annie Waters
- Karina McAbee
- Patty Reidy

Grange Breakfast

Little Lake Grange Pancake Breakfast 2009
Calendar:

{NOTE: Price is \$6.00 for pancakes, eggs, ham or bacon, coffee, tea, & juice. Real maple syrup and Thanksgiving Coffee are now available!}

4th Sunday of every month:

August 23

September 27 October 25

8am - 11 am

291 School Street, Willits

Coordinating Committee Elections in October

Six of the 7 Coordinating Committee seats (everyone except Jane McCabe) are up for election at the Oct. 2nd Harvest dinner/ meeting. Jason Bradford will not be running again and others on the committee may also step down. If you have ideas on how WELL should move forward in the coming year, please consider putting your hat in the ring. Contact the office at 459-7076 or via e-mail at office@well95490.org to submit your name and candidate information.

Willits City Council Recommends No on Measure A

By Madge Strong

On July 22, the Willits City Council voted 3-2 for a resolution to oppose Measure A - the DDR initiative for the Masonite site re-zoning which will be on the November ballot.

The resolution was brought forward by Councilmember Holly Madrigal, and the other two votes came from Greg Kanne and Mayor Larry Stranske. The two votes against the resolution were from Council members Bruce Burton, who favors the mega-mall, and Victor Hanson, who said he didn't think City Council should make recommendations to voters.

There were over a dozen speakers during the public hearing; all but one urged the Council to oppose Measure A. Two representatives from the WELL Coordinating Committee spoke. Madge Strong presented a letter on behalf of WELL that said:

"We believe that (a) maintaining industrial use zoning at this site is appropriate for the County's future economic base; and (b) planning and environmental review processes with public input are critically important to local land use decision-making.

(a) Appropriate Land Use

There are few, if any, other vacant sites in the County that are suitable for industry. Light industries, especially ones that promote sustainable technologies (for example solar and wind generation equipment, green building, electric vehicles, recycled products) could bring great economic benefits to our community. Such industries provide higher-paying jobs and bring new money into the local economy.

In contrast, a mega-mall at this site would take business away from local merchants (including those in Willits), closing down many local-owned stores and laying off workers, only a few of whom might get minimum wage jobs in the new mall. The profits would all go to out-of-area corporations; the products sold would all be imported from elsewhere. Moreover, there is already more-than-adequate vacant land zoned for commercial use, if it is needed.

(b) Appropriate Decision-Making

The initiative measure, if approved by the voters, would circumvent any County planning or environmental review of the plans for the site. The measure gives a blank check to the developer, or any future owner, to do virtually anything within the broad and vague language of the initiative. There would be no opportunity for public input nor for any mitigation of traffic, water supply, public service needs, economic or environmental impacts. All impacts, such as widening the roads, would be paid for by the County (that is us, the taxpayers), not by the developer.

We believe Measure A is bad policy, a bad precedent, and bad for our local economy. We hope the City Council – and the voters – will say NO."

All of the other city councils in the County and the Board of Supervisors have also voted to recommend No on Measure A.

If you would like to help the No on A campaign, call Madge at 459-6675, or get further info or donate on the Save Our Local Economy (SOLE) website www.NoMegaMall.com.

Farm Tour Follow-up

On July 25 about 50 people attended the presentations at several farms around our valley. Starting at Willits High School, then the WISC Community Garden, Green Uprising Farm, and ending at Brookside Farm we learned about the various methods these centers are using to grow local food successfully.

At the WISC Center and at Brookside Farm we were also introduced to the new rain catchment systems, including the swales and pond at the WISC Garden with a graphic demonstration of why swales work.

About 30 people stayed for a wonderful potluck at Brookside Farm with a talk from Sheriff Tom Allman, who told us about the garden and bakery at the Jail along with his hopes for the proposed Honor Farm and other ways that the Sheriff's office is promoting local food and green living.

Recent Links & Blogs

Urban trees capture carbon better: report

An Australian National University report has found street trees are more effective than native forests at capturing carbon because of their relative youth.

Read More at <http://tinyurl.com/qzgf0ji>

Permafrost melting a growing concern

The amount of carbon locked away in frozen soils in the far Northern Hemisphere is double previous estimates and rapid melting could accelerate global warming, warns a new study.

Read More at <http://tinyurl.com/nqkr2c>

Wildfires Set to Increase 50 Percent by 2050

The area of forest burnt by wildfires in the United States is set to increase by over 50% by 2050, according to research by climate scientists. The study predicts that the worst affected areas will be the forests in the Pacific Northwest and the Rocky Mountains, where the area of forest destroyed by wildfire is predicted to increase by 78% and 175% respectively.

Read More at <http://tinyurl.com/n3casn>

Start Here With:

- Organic and Open Pollinated Vegetable Seeds
- Certified Organic Potatoes
- Naturally & Locally Grown Vegetable Starts
- Fruit & Nut Trees



Sanhedrin Nursery
1094 Locust St. Willits 459-9009




Pacific Properties

Serving Our Community One Family At A Time

Carrie Avezos ☎ 707-367-2868



Mendocino Organics Winter CSA

Support a local Biodynamic farm & receive vegetables December through April

<http://MendoOrganicsCSA.wordpress.com>

Sign up now to lock in your half or full share!



Brookside Farm
People-Powered Produce

...would like to thank WELL for its support.
All our shares are now sold.

Brookside Farm welcomes volunteers to work in a beautiful setting and learn how to garden in Willits. Low income volunteers can earn up to \$20 per week in Farmers' Market credits.

Interested? Contact Antonia at 272-1395

Jolly Roger's Design & Repair Shop

Computer repair, metalwork, woodwork, fabrication of all manner.
Greenhouses, bike carts, new rooms, garden layout, solar
-If you can think it, I can create it. -

Temporary Phone (310)245-4821



Jed Diamond, Ph. D.

Counseling

44 Years experience

(707) 459-5505 www.menalive.com

The Fall UnCrash Course

Starts September 5

Get Ready with People From Across the Country
Taught by Experts
All Online • Get Your Questions Answered

PostPeakLiving.com

Laytonville EcoVillage

Seeks founding members to buy in and co-create sustainable community. Three 2-acre parcels for sale. \$155K for the two raw land parcels, \$299K for 2acres w/2unit farmhouse. Each parcel includes access to four acres of community land, perfect for cooperative solar grid, gardens, common house, etc. Land is walking distance to local schools. Founded on permaculture ethics and principles with a fertile blend of structure and flexibility. Laytonville EcoVillage is an affordable way to live your vision and values.

Contact Cassandra for more details. 707-228-8400
www.regenerativerealestate.com

WELL Coordinating Committee Briefs

Co-Com Meeting of 7/29/09 - Summary

At the Coordinating Committee meeting of 7/29/09, we celebrated the very successful Farm Tour, which drew more than 50 participants. (See article elsewhere for a recap of this event.)

We noted that 6 of the 7 members on the Coordinating Committee are up for election at our Oct. 2 meeting (at the Harvest dinner), and encourage anyone interested to come to our upcoming meetings.

Several people volunteered to do petitioning for No on Measure A (the initiative by DDR to rezone the Masonite site for a potential mega-mall).

We evaluated the newsletter finances: it costs about \$125 per month, adding editor's costs, printing and mailing and subtracting ad revenue. Options could include more ads, less frequent publication (bi-monthly or quarterly), and/or volunteer editorship. This will be discussed with Liam and continue to be reviewed.

Details and volunteer needs for the Harvest dinner on Oct. 2nd were identified and will be included in this newsletter. We are also working with Grange Master Erica Bruce on plans for a potential Harvest Fest with workshops on Oct. 3rd.

At our next CC meeting (Aug. 19th), we will discuss future plans beyond the Harvest Fest.

We were happy to have six guests at the CC meeting, including several out-of-town visitors (from L.A. and Bay Area) interested in localization, and were joined by another visitor from Transition Paso Robles. It's heartening to know that many similar efforts are underway!

Complete minutes of meetings will be posted to the website.

A Letter from Jason Bradford

Dear WELL Members,

Some of you may have seen the for sale sign at our home and wonder what is going on. Others may have heard rumors that we bought a farm in OR. And perhaps you have no idea what I am talking about. But in any case, let me explain.

I have been studying the topic of local and sustainable food systems and food security for a few years now, and have even spent a lot of time working on actual transition projects here. These are all doing fine, but I have been frustrated by the pace of change (very slow) and the barriers to change (very big). I decided about a year ago that I wanted to sort out how to raise significant funds to actually buy farmland and convert it towards local, organic and sustainable, as well as develop the associated business and institutional relationships required by such a plan.

With this in mind I attended a peak oil conference in Sacramento last year where I met Craig Wichner. Craig has a background in business development and finance and was searching for something to do in response to what we agreed was happening: namely poor economic decisions at nearly all levels of society. I shared with him my vision for the relocation of food systems and we embarked on an exploration of possibilities.

The result is a new business venture we are starting right now. Our web site is www.farmlandlp.com.

Our goal over the next two years is to raise at least \$10 million and up to \$100 million in a type of fund called a limited partnership that buys conventional farmland and converts it to organic farmland. As funding and capacity allows, we are going to target one or more geographic regions to more easily manage the process, and to develop local food sheds. For example, imagine Willits suddenly had 3000 acres of farmland that was directed towards organic local food production? What kinds of changes would result?

Continued Page 5 – Jason Bradford

Your Ad Here

Is your company locally owned? Do you qualify as a Local First Business?

Then...

We want your ad!

\$15 per month for a business card-sized ad \$10 per month if you buy six months or more

liam@well95490.org

Coordinating Committee Members

Jason Bradford - 456-0760 - jcbradford4@gmail.com
 Madge Strong - 459-6675 - mstrong@willitsonline.com
 Jane McCabe - 456-9067 - janესjet@hotmail.com
 Roger Wilson - 456-4111 - roger@jollyone.com
 Ann Waters Weller - 459-1002 - abweller@pacific.net
 Richard Jergenson - 459-6362 - rjergenson@saber.net
 Kimbal Dodge - 456-9128

Jason Bradford – Continued from Page 4

My new job would be in farmland acquisition, development of organic transition plans, and the hiring of local farmers/farm managers to perform the tasks required to wean soils off of pesticides and achieve organic certification. I would also seek out buyers of locally grown foods so that our farms are getting the price premiums possible with direct sales.

Unfortunately the economics of buying farmland doesn't work in Willits, or even in most of California. Craig and I both have ties to this region but are unable to justify investing here. The price of food is simply too low to support the price of land. That may change, but for now it means we are planning to relocate our families to the Willamette Valley of Oregon, specifically Corvallis.

We recently spend a week in Corvallis and found a new job for Kristin, and a home and schools for the boys. Davis and I will be leaving over Labor Day weekend, with Kristin and Curtis to follow a few weeks later.

As you can imagine I have very mixed feelings about this. On the one hand I see this as a tremendous opportunity. I really believe that society needs to make a dramatic and fairly rapid transition and am eager to have the capacity to make it happen in a significant way. But I am also very fond of my home, my friendships here, and the various projects ongoing and with so much potential. However, I also believe that so much talent and indomitable spirit is here that the things I care about will go on without me.

My family has truly thrived in Willits and I want to thank you for embracing us so completely. I feel like we have received even more than we have given, and our lives have never been richer.

I am sure I will see you around over the next couple of weeks so go ahead and ask me questions, get mad at me, give us hugs, wish us well, and do whatever else you feel like.

Fondly Yours,
Jason

October 3 Harvest Festival

In addition to the Harvest Dinner on Fri, Oct. 2, there will be a Harvest Festival on Sat. Oct. 3, starting at 11am at the Grange, co-sponsored (as is the dinner) by WELL and the Grange. The Festival will feature presentations and information tables by many groups as well as hands-on activities. Plans are still underway, but we hope to again have food for sale, possibly solar oven making, displays about water catchment, composting, energy alternatives, growing and cooking food, etc. More details will be in the next newsletter.

If you are interested in having a booth, making a presentation, or volunteering to help at this year's Festival, please contact Erica Bruce at 354-1651 or 3_ebruce@att.net.

Arctic Sea Ice News and Analysis

<http://nsidc.org/arcticseaicenews/>

Now & Then Film Series

Presents

The Grapes of Wrath

The Grapes of Wrath(1940) is a classic American drama film directed by Academy Award Winner John Ford. It is a very poignant & timely film, considering the turmoil and loss of jobs & homes many people are facing in this economic recession.

The film tells the story of the Joads, a family, who lose their farm during the Great Depression in the 1930s. They become migrant workers and end up in California. The motion picture details their arduous journey across the United States as they travel to California in search for work and opportunities for the family members. See a young Henry Fonda & some great character actors in a very realistic black & white classic.

NEW LOCATION FOR THIS FILM!!!

**Little Lake Grange
291 School Street, Willits**

**You will be able to buy snacks -
Organic Popcorn & Fair Trade
Chocolate during this film.**

"Thank you!!"

**Your past donations have supported
the purchase of a number of films, our
new projector and the creation of the
Sustainability DVD section in Main
Street Music.**

**The Now & Then Film Series has been
showing films monthly on food,
sustainability and "go local" issues for
over 4 years.**

Free Admission! Everyone Welcome!

**Suggested Donation of \$5 to Help Build
WELL Film Library**



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Where Willits Is Today



Where WELL Wants Willits To Be

Art by Linda MacDonald

The cost of mopping up after the world financial crisis has come to \$11.9 trillion (£7.12 trillion) – enough to finance a £1,779 handout for every man, woman and child on the planet.

International Monetary Fund as reported in The Telegraph Aug 8, 2009

<http://tinyurl.com/lyevbf>

Willits Economic Localization (WELL), P.O. Box 42, Willits, CA 95490

(707) 459-7076

E-Mail: office@well95490.org

Website: <http://www.well95490.org>



Willits Economic LocalIzation

P.O. Box 42

Willits, CA 95490