

DELTA VOICE

The voice of those who
live, work and play
in the Delta.

Summer 2015

printed on recycled paper 

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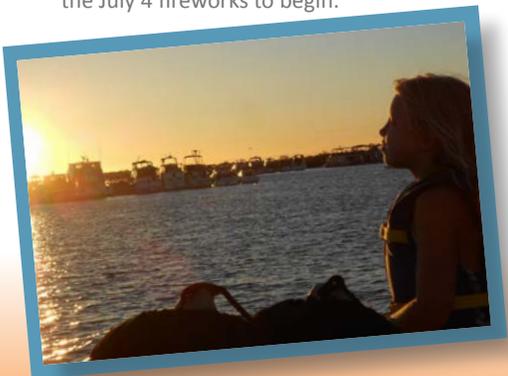
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Header: "Steamboat Slough" by Sami Lee
Woolhiser, at the DeltaFOREVER show.

Below: A child waits at Mandeville Tip for
the July 4 fireworks to begin.



Delta Museums

Locke's Dai Loy Museum delivers a
well-preserved slice of Delta life.

The Delta town of Locke, the only town in the United States exclusively built by Chinese-Americans for Chinese-Americans, feels like a place lost in time - as if the clocks all stopped a few years before World War II. Nowhere is this feeling more pervasive than at the magnificently preserved Dai Loy Museum.

The Dai Loy was built in 1916 as a gambling house - which, in China, is a perfectly acceptable part of community life and a central fixture of any self-respecting Chinese town. The name Dai Loy means "Big Welcome", and it is certain that recent immigrants must have felt right at home when they discovered the social gatherings and games of chance that could be enjoyed within. Although gambling at the Dai Loy ceased in 1951 when Sacramento County law enforcement raided the property, the Sacramento River Delta Historical Society has re-created the interior of the Dai Loy with stunning attention to detail, and reopened the building as a museum in 1977. All it needs are people dressed in mid-century clothes, some cigarette smoke, and the sawdust on the floor.

(continued on page 2)



Continued from page 1

The main gambling room has high ceilings and hanging lamps centered over tables set up for various games of chance. Games included Fan-Tan and Pai Ngow as well as blackjack and craps added for Anglo-Americans, who preferred the Chinese games anyway! A side room contains a wire cage and small balls used for several Chinese lottery games.

As was the case with gambling houses in China, the Dai Loy served as a bona fide community center and its profits funded many civic projects, including a new building for the Baptist church (imagine THAT happening in an American town of the era) and the drilling of a new town well. Male townsfolk and farm workers (no women were allowed) went to the Dai Loy to relax, gamble, meet with friends and network for jobs. Although the house's core customer base was Chinese, other local immigrants with Japanese and Filipino heritage were welcome, as were the aforementioned Anglos.

The Dai Loy's security system against both police raids and theft was low-tech but clever. A lookout, who sat on a bench in front of the house with a view of the two entrances to Main Street, could push a button that set off an alarm above the blackjack table. The Dai Loy was always open, but the house boasted thick doors with bars and multiple locks, and shuttered and barred windows. The light came in from skylights. Dealers lived in the back and upstairs to provide 24-hour protection. Iron knuckles and fabric-wrapped iron

pipes served as simple but brutal deterrents for any who attempted to steal from the house.

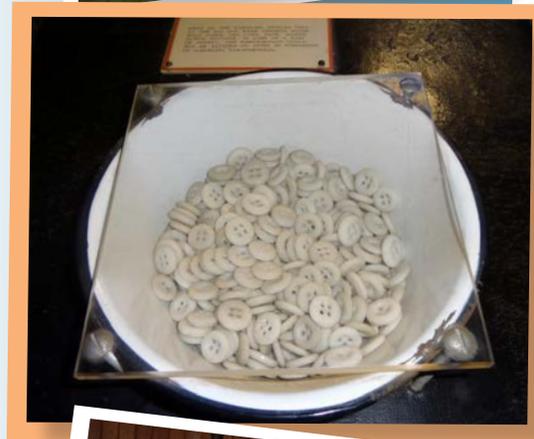
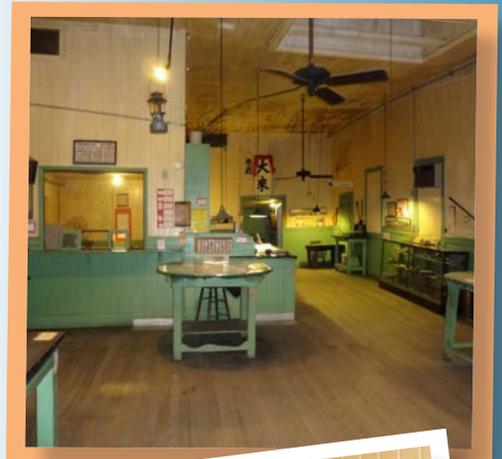
Nevertheless, the Dai Loy was ready in case these measures were not enough. Dealers could quickly take money sacks from the tables to the money room in the back, where a thick safe kept the profits well-protected. The games were played with markers and game pieces made from simple household items such as tea cups, pans, bowls, and buttons so that customers could not be accused of being in possession of gambling paraphernalia in the case of a raid.

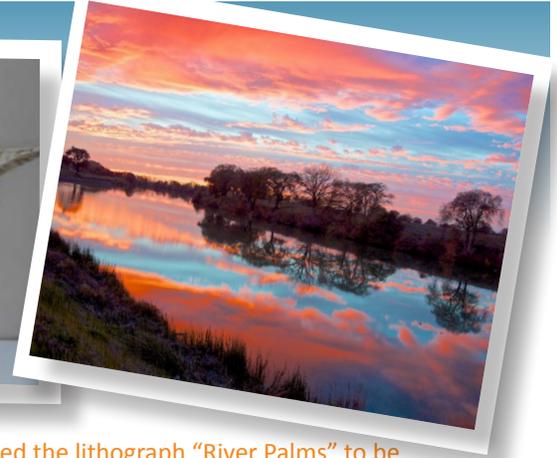
The Sacramento River Delta Historical Society has preserved a number of small artifacts rich with evocative detail: cups for the complimentary tea, strips of sandpaper placed on the table legs and walls used for lighting matches, and the wand that lit the kerosene lanterns hanging from the ceiling high above reach. It is this feel for the everyday items of life in Locke that makes the Dai Loy special, and gives you the sense when you visit, that you truly now know "how it was."

Open Noon to 4 PM on Fridays, Saturdays and Sundays.

Images

- Top: The airy, welcoming main hall.
 Second: Lottery games haven't changed much over the decades.
 Third: "Just buttons in my pocket, Officer, nothing to do with gambling, not at all!"
 Bottom: That is one thick safe.





Left: Gregory Kondos donated the lithograph "River Palms" to be raffled off for the foundation. Ticket sales exceeded \$3,000 in 2 days.
 Center: Julie Didion's charming "Smelt & Sturgeon" celebrated Delta wildlife.
 Right: Delta resident Jeff Hart's photography showcased Delta sunsets.

Delta Art Show Spawns New Regional Foundation

"Preserve - Promote - Enjoy":
 A non-profit corporation has been created to benefit the Delta.

Moni Van Camp is a force of nature. A vivid personality with boundless energy, she is an institution in Sacramento's non-profit world. Originally with the Girl Scouts of America, in 1983 she was involved in the creation of the Sacramento Region Community Foundation, offering financial support for local charities and increasing their capacity to address the region's needs. Thirty years later, the Sacramento Region Community Foundation manages assets over \$121 million.

In 2014, Moni and her husband, renowned artist Gregory Kondos (see Delta VOICE, Summer 2014) decided to create a show of Delta landscapes in support of the National Heritage Area Initiative, and enlisted an impressive group of California painters, sculptors and photographers to participate. The show - DeltaFOREVER - opened on Memorial Day Weekend at the Courtland Bank, and just completed a successful run at the Shimo Center for the Arts in midtown Sacramento. Many works sold, the artists promptly added other Delta pieces, and best of all, many more artists stepped up and expressed interest in contributing to the cause of focusing public attention on the Delta's magnificence.

While planning the show, Moni realized that the Delta as a region would benefit from a fundraising entity committed to preserving the heritage and history of the Delta. Not one to procrastinate, she started the paperwork and the Delta Regional Foundation was born. The Foundation supports and promotes cultural and historic preservation, education and events throughout the Delta, Delta tourism and recreation operations, and Delta agricultural projects and programs. According to Moni, "Funds raised will be used with the goal of raising awareness of the incredible, irreplaceable cultural, historic, recreational, agricultural and natural resource treasures of the Delta throughout the state of California and the nation."

The Delta Regional Foundation's continuing efforts include identifying more venues for DeltaFOREVER (if you missed it, it reopens at California State University, Sacramento in the spring of 2016), more fundraising and developing procedures for grant applications and awards. The Delta Protection Commission is delighted to assist with the effort, and proud to support the kind of community activism that will help preserve the Delta and its past well into the future. Bravo, Moni!

www.deltaregionalfoundation.org

Rock Stars of Produce

Blueberries ride a wave of healthy popularity

Remember when the only blueberries around were the teeny ones that came in a can inside the blueberry muffin box? What a difference a couple of decades can make!

Everything old is new again...

Skyrocketing popularity in the produce aisle is usually reserved for exotic or heirloom foods that are new to Americans – quinoa, acai berries or farro come to mind. Blueberries, on the other hand, are familiar, but sales have exploded since the 1990s. More acreage is planted, more studies prove health benefits, more companies add them to other, processed foods - and what's not to love?

Blueberries are, like farro, a very old food, thought to have been present in North America at least 13,000 years ago and known to Native Americans long before the arrival of Europeans. The tribes the Pilgrims met called them "starberries", after the shape of the blossom end, and used them fresh, dried, and powdered, for both nutritive and medical uses. Legend has it that the Plymouth Rock settlement survived its first winter with the help of dried blueberries they were given by the local Native communities. These were wild, or "low-bush" blueberries, which are small and grow low to the ground, as the name implies.

Right: Got cheesecake?



BLUEBERRIES

A Handful of Health

Plump, juicy, and sweet, with vibrant colors ranging from deep purple-blue to blue-black and highlighted by a silvery sheen called a bloom, blueberries are one of nature's great treasures. Though miniature in size, they are also proof that, when it comes to health benefits, good things really do come in small packages.

Blueberry Production & Consumption

With blueberry production increasing to match rising levels of consumption, it's clear that more Americans are discovering just how good these Little Blue Dynamos are.¹

North American Highbush Production

Year	Production (million lbs.)	Per Capita Consumption (oz.)
1995	193	15.5
2000	230	17.8
2005	305	20.2
2010	508	34.9
2015 (Projection)	735	50

Blueberries Are...

LOW IN FAT
A one-cup serving contains only **80 calories** and virtually no fat.

PACKED WITH VITAMIN C
One serving delivers almost **25%** of one's daily requirement of vitamin C.²
Vitamin C aids collagen formation and helps maintain healthy gums and capillaries and a healthy immune system.³

FULL OF DIETARY FIBER
A handful of blueberries helps satisfy recommended daily fiber intake.²
Fiber helps keep the body regular, the heart healthy, and cholesterol in check.⁴

AN EXCELLENT SOURCE OF MANGANESE
Manganese plays an important role in bone development and in converting proteins, carbohydrates, and fats into energy.⁵

Blueberry Research Areas

Researchers are currently pursuing four tracks to better understand the role that blueberries may play in promoting good health.

CARDIOVASCULAR HEALTH

BRAIN HEALTH

INSULIN RESPONSE

CANCER RESEARCH

Above: An infographic prepared by the U.S. Highbush Blueberry Council shows the exponential growth in blueberry production since the 1990s, and details some of the health claims for the berries.



Blueberries by the Numbers

Recent market research is great news for Delta Blueberries.

MORE LIKELY TO BUY:

The average blueberry consumer is almost twice as likely to buy blueberries in 2014 as in 2004.

BUYING MORE OFTEN:

IN 2004, the largest percent of buyers (30.2%) had last bought blueberries "a few months ago". By 2013, 26.4% reported buying blueberries "last week".

THEY TASTE BETTER!

In 2013, only 24% of people who DON'T buy blueberries blamed the taste - in 2004 it was 43%.

AND BEST OF ALL -

99.2% of the general population believe blueberries are healthy. Is there anything else that 99% of Americans agree on?



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High-bush blueberries, the larger fruit in your grocery store, were developed in New Jersey in the early 1900s, but commercial blueberries are latecomers to the California agriculture scene. In 1997 there were only 196 acres in production in the state, and as recently as 2005, UC Davis was announcing the blueberry's arrival as a "new" California specialty crop.

The varieties developed in New Jersey require cold winters and wet, acidic soil to thrive (like their native New England forests) but there are many tropical *Vaccinium* species -- the plant itself may have originated in South America. By the 1950s breeders had begun to experiment with warm-weather varieties, but it wasn't until the end of the 20th century that blueberry production in warm climates exploded. California wasn't originally ideal for blueberry production, as most Central Valley soil required literally tons of added acid, but the timing of the California harvest means California berries get top prices on the market. By 2009 there were over 4,500 acres in production, mostly in the Central Coast, the Central Valley and the Delta.

In the Delta, the naturally low-pH peat soil laid down over centuries is excellent for blueberries, and the famous Delta breeze keeps temperatures from getting too high for the ripening fruit. The cool factor also helps to develop the deep color that provides the berries their famed antioxidant value. Spring and summer are blueberry season, so ask for Delta blueberries at your local farmer's market or local grocery store!



Blueberry-Pecan French Toast with Blueberry Syrup

The Toast

24 inch baguette 6 large eggs
 1 cup brown sugar 3 cups milk
 1/2 tsp. nutmeg 1 cup pecans
 1 tsp. vanilla 2 cups Delta Blueberries
 1/2 cube plus 1 tsp. butter

The Syrup

1 cup Delta Blueberries
 1/2 cup maple syrup
 1 T. lemon juice

Slice baguette into 1" thick slices and arrange in one layer in a glass baking dish. Whisk together eggs, milk, vanilla, nutmeg and 3/4 c. sugar, and pour over bread. Cover and refrigerate overnight.

Preheat oven to 400° F. Spread pecans and toast until fragrant, then toss with 1 tsp. melted butter. Cover bread evenly with blueberries and pecans. Melt 1/2 cube butter with remaining brown sugar, drizzle over bread mixture and bake 20 minutes.

For Syrup, cook berries in syrup until berries burst, 3-4 minutes. Press through a sieve, add lemon juice and serve over hot French toast.

Blueberry French Toast recipe from Epicurious.com
 Photography courtesy of the California Blueberry Commission

CULTURAL TOURISM

The Delta has what these
travelers want -
now help them FIND it!

Although we know that smart travelers have been boating, fishing, birding and hiking in the Delta for generations, market research shows that there's a "new" tourist in town, and the Delta has exactly what this traveler wants!

In Walnut Grove, Commission staff recently presented market research on several tourism segments identified to be present in the Delta: Boating and fishing (naturally), Ecotourism, "Touring" - hiking, cycling and driving for pleasure, Agritourism, and Cultural Tourism. In every segment the numbers look good, and that's good for the Delta:

Anglers spent \$47 BILLION nationally in 2012 and added over 800,000 new participants to the sport.

Boating was up to 36% of American adults in 2013 - the second highest percentage on record.

US Agritourism offerings were up 42% between 2007 and 2012, and 2.4 million Californians visited a farm in 2008.

Ecotourism - 18 million Americans traveled specifically to go bird watching in 2011, spending over \$40 billion.

In 2012, 28% of Californians participated in cycling and 35% in hiking, with physical activity in general up 35% over 2009.

However, it was in Cultural Tourism that a great focus opportunity for Delta communities and recreation and tourism operators was revealed. Cultural and Heritage Tourists are attracted to destinations that provide a chance to learn about history and different cultures (like the Gold Rush, levee building, historic immigrant communities, etc.), buildings and surroundings that have retained their historical character (such as the Bing Kong Tong, Dai Loy, Grand Island Mansion, and bascule bridges) and a variety of activities (didn't we mention fishing, boating, hiking, farm stands and wine tasting just a moment ago?). Over 78% of adult leisure travelers in the United States participated in Cultural Tourism within the last three years, producing an economic impact of over \$192 BILLION.

(continued on page 7)



If you or your organization would like a copy or presentation of the Delta market research report referenced here, or if you would like a copy of VisitCalifornia's 2015 report on California visitor demographics, please call Nicole Bert or email her at nicole.bert@delta.ca.gov. The information in this article was sourced primarily from the above reports.

Please note that many statistics vary from report to report and year to year. That being said, some interesting sources are:

<http://www.nmma.net/assets/cabinets/Cabinet453/2013-US-Recreational-Boating-Statistical-Abstract-Preview.pdf>

<http://www.fws.gov/southeast/economicImpact/pdf/2011-BirdingReport--FINAL.pdf>

<http://www.peopleforbikes.org/statistics/category/participation-statistics>

<https://www.ustravel.org/sites/>



The Delta has it all: Festivals



Historic Buildings



Cool Old Bridges

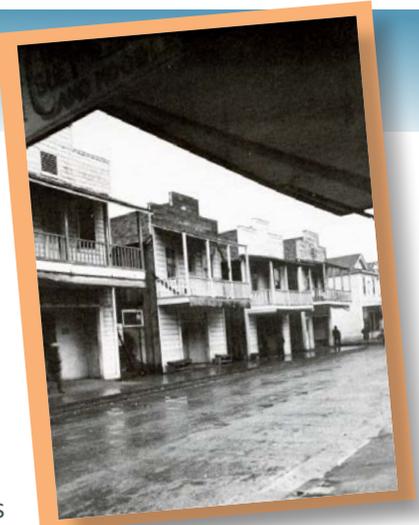
And Delta businesses, take note: we WANT these folks. They spend more than the average leisure traveler, averaging \$994 per trip. They have higher household incomes: the *average* is over \$100,000 a year. They will pay more for experiences that do not harm the environment, and 37% will pay more for lodging that reflects the culture and history of the place they are visiting. Hello, Ryde Hotel!

What are they looking for, specifically? In order of preference, 1) festivals and fairs, 2) historical and heritage buildings, 3) historic and Native American sites, 4) historical re-enactments, 5) museums and living history exhibits, 6) cultural and historic tours, and 7) natural history museums, art museums and galleries. The Delta has it all.

Roughly half of cultural and heritage tourists can be loosely grouped into four types: 13% are “passionate”, meaning cultural and heritage activities drive their destination choices. They tend to travel more often, taking long weekends and 3 to 4 day trips. Another 14% are “Well-Rounded/Active” - they are open to experiencing all types of activities including cultural/heritage activities, and are most likely 30 to 50 years old. “Aspirational” types (27%) think of themselves as the kind of people who participate in cultural/heritage activities, but are actually drawn to destinations that are relaxing and relieve stress...luckily, the Delta has BOTH. Finally, 17% are “Self-Guided/Accidental” travelers, who take advantage of the cultural or heritage activities they stumble across while on a leisure trip, but don’t necessarily plan the trip around them.

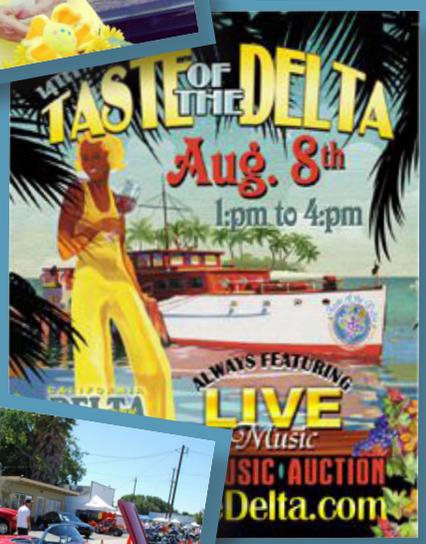
So what does this mean for the Delta? Lots of opportunities. List your business with every appropriate organization - the Delta Chambers of Commerce, the UC Small Farm Center’s agritourism database, your county Tourism Commission, and make sure the Commission staff has the correct contact information for your business and your website - a new Delta tourism website connected with VisitCalifornia is scheduled to launch this fall, with a section devoted to Cultural Tourism. Many listings only have a nominal membership fee or are completely free, so make sure you’re there - why not?

If you run a resort, consider partnering up with someone who offers tours. Your guests might jump at a day off the water, just for the sake of variety. Wineries - make sure your tasting room staff knows the historical spots in the neighborhood and can direct your visitors there. And if you ever thought it would be fun to run a business showing folks around the Delta - well, now might just be the time to make that dream come true!



Above: Isleton’s Chinatown, photographed in 1930 .

DELTA EVENTS



July

- 4th: **57th Annual Barron Hilton Fireworks Display.**
Mandeville Tip www.deltaboating.com
- 11th: **Delta Days Art Walk,** Old Sugar Mill, Clarksburg
www.oldsugarmill.com
- 11th-12th: **Harvest Time Festival,** Brentwood.
www.harvest4you.com
- 16th: **Delta Protection Commission Meeting,** Oakley.
www.delta.ca.gov
- 26th: **The Courtland Pear Fair,** Courtland.
www.pearfair.com

August

- 1st: **Delta Days Art Walk,** Old Sugar Mill, Clarksburg.
www.oldsugarmill.com
- 1st-2nd: **28th Annual 50's Bash,** Bethel Island.
www.bethelisland-chamber.com
- 8th: **Taste of the Delta,** Tower Park Marina.
www.californiadelta.org
- 15th: **Lodi Summit on Bicycle Tourism,** Lodi.
www.visitlodi.com/events

September

- 12th: **Delta Days Art Walk,** Old Sugar Mill, Clarksburg.
www.oldsugarmill.com
- 17th: **Delta Protection Commission Meeting,** Walnut Grove. www.delta.ca.gov
- 25th-27th: **Sip Savor Lodi,** various locations, Lodi.
www.sipsavorlodi.com



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