



CALIFORNIA FARM WATER COALITION

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Michael Wade

TO: San Luis & Delta-Mendota Water Authority Board of Directors

FROM: Mike Wade, Executive Director

DATE: December 9, 2024

RE: Program and Activities Update

Water Blueprint for the San Joaquin Valley

CFWC chairs the Blueprint Communications Work Group

Recent activities:

- Updated the Blueprint informational brochure for the public
- Posted a new monthly blog on the Blueprint web site – Topic: Home ownership and reliable water supplies
- Worked on letters addressing the Blueprint's position on Permitting Reform, Fall X2, and Unimpaired Flows
- Drafted a sample resolution for local government to adopt on the Voluntary Agreements
- Created a fact sheet comparing Voluntary Agreements with Unimpaired Flows

Print Media

- Published an article on Fall X2 in the December issue of West Coast Nut magazine

Social Media

- Published a Facebook ad on Sacramento Valley wine grape production and encouraged viewers to pair wine with their upcoming Thanksgiving celebration.
- Published a San Joaquin Valley-based Facebook ad connecting the Christmas holiday nutcracker theme with almond, walnut, and pistachio production.
- Published two Facebook ads targeting attendees of the Colorado River Water Users Association Conference in Las Vegas. The ads focused on the need for a collaborative agreement between the upper and lower basins for the 2026 Operational Guidelines that are due in 2026. The ads were on behalf of Imperial Valley Water, or IVH2O, a grower group CFWC has been working with on Colorado River messaging.

Cultivate California

- The Association of California Water Agencies (ACWA) has increased its support for the Cultivate California Program to \$75,000 for 2025. This is up from an annual contribution of \$10,000 over the past six years.
- Plans for 2025 include new messaging at younger audiences using Instagram reels, or short video clips on food production and its connection to reliable water supplies. THANK YOU, ACWA!

Museum of Science and Curiosity (MOSAC)

The Museum of Science and Curiosity in Sacramento, home to CFWC's interactive exhibits on irrigation, continues to draw large audiences, with over 300,000 people coming through the doors in its first two years of operation.

CFWC exhibits include "Make-a Meal," a game where players choose different food items to see how much water they took to grow and what the nutritional benefits are. The second game teaches players how technology helps farmers use less water by improving distribution uniformity and application efficiency. Lastly, there is information on the value of water storage and conveyance, with examples from real farmers discussing how water storage plays an important role in food production.



Farmland At Risk

Unimpaired Flows or Healthy Rivers and Landscapes



Bay-Delta Water Quality Control Plan Update

State Water Resources Control Board Staff Proposal

Unimpaired Flows is a staff proposal for water quality that relies on increased water releases from our reservoirs without needed habitat improvements for fish.



1.3 MILLION

Water Supplies

In a dry year, exports by the Central Valley Project and the State Water Project will be reduced by more than 1.3 million acre-feet under the proposed 55% unimpaired flow standard.



Farmland

The average annual water supply reduction from unimpaired flow across all years will result in more than 140,000 acres being fallowed. Dry year cuts will skyrocket following to more than 260,000 acres.



Jobs

The Sustainable Groundwater Management Act (SGMA) will cause 63,000 job losses in direct farm employment and agricultural service sector jobs.* Water losses from unimpaired flows add to these impacts, and often include reduced jobs and school enrollment in disadvantaged communities.



Crop Value

In the San Joaquin Valley, the reduction in crop value will reach more than \$1.3 billion. Statewide impacts will exceed \$2.7 billion.

SECONDARY IMPACTS

- **Loss of high-quality food supply**
- **Loss of state and local tax revenue**
- **Reduction in school enrollment**
- **Increased demand for social services**

*Blueprint Economic Impact Analysis, Sunding/Roland-Holst, 2020

Water Blueprint

for the San Joaquin Valley



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Healthy Rivers and Landscapes

The Alternative to the SWRCB Staff Proposal

Healthy Rivers and Landscapes integrates additional water flows with habitat restoration and landscape improvements to enhance ecosystem health and native fish populations in the Sacramento-San Joaquin River Delta.

- Provides reasonable protection of fish and wildlife
- Pairs stream flow with habitat improvements
- Reduces water supply impacts on farms and communities
- Better solution for rural jobs and the economy



Multiple Agency Support

The flow and non-flow habitat restoration program was developed by the Department of Fish and Wildlife, Department of Water Resources, Bureau of Reclamation, the U.S. Fish and Wildlife Service, and numerous public water agencies, with the support of Governor Newsom.



Protects Fish

Healthy Rivers and Landscapes provides equivalent, if not better, protection for native fish species and scraps the outdated framework that healthy fish populations just need more water to thrive.



Dedicated Funding

\$2.6 billion in funding to acquire, on a voluntary basis, water to increase instream flow and Delta outflow and to implement non-flow, habitat restoration measures and conduct scientific research.



Solutions Start Now

Avoids prolonged litigation. Accelerates recovery of native fish species. Promotes the efficient use of water. Protects beneficial use of Sacramento – San Joaquin watershed waters.

**SUCCESS IS
SIMPLE**

Amending the Bay-Delta Plan involves balancing competing uses of water. The State Water Resources Control Board (SWRCB) should exercise its discretion to approve Healthy Rivers and Landscapes, rather than the Unimpaired Flow plan proposed by SWRCB staff.

Water Blueprint

for the San Joaquin Valley



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