



6133 Freeport Boulevard, FL2
Sacramento, CA 95822-3534
(916) 391-5030 FAX (916) 391-5044

Board of Directors

Northern Region

Don Bransford
Glenn-Colusa Irrigation District
Jeff Sutton
Ridgetop Rice Dryer
Greg Johnson, President
Western Canal Water District

North Central Region

Becky Hackler Arellano
Turlock Irrigation District
Brett Lauppe
CoBank
Bill Diedrich
San Luis Water District

South Central Region

Robyn A. Black
Anderson Farms
Scott Rogers
Tulare Irrigation District
Bill Stone
Upper San Jose Water Company

Southern Region

Robert Krahn
Neil Jones Food Company
Bill Wulff
Kern County Water Agency
Peter G. Nelson
Coachella Valley Water District

At-Large

Gina Dockstader, Vice President
Imperial Irrigation District
Vacant
Mark McKean
Kings River Conservation District
Sheridan Nicholas
Wheeler Ridge-Maricopa WSD
Dee Zinke
Metropolitan Water District
Johnny Amaral
Friant Water Authority
Diana Westmoreland
California Women for Agriculture
Wayne Western, Sec./Treas.
Hammonds Ranch

Executive Director
Michael Wade

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

FROM: Mike Wade, Executive Director

DATE: October 6, 2025

RE: Program and Activities Update

Efficiency From All Seven Basin States is the Path Forward

The Coalition continues to successfully place opinion pieces in media outlets to inform the public and policymakers about the challenges and solutions facing California agriculture. Most recently, the Coalition's op-ed, "*Efficiency From All 7 Basin States is the Path Forward*," <https://azcapitoltimes.com/news/2025/10/03/efficiency-from-all-7-basin-states-is-the-path-forward/> was published on October 3 in the *Arizona Capitol Times*. This piece encourages other Colorado River Basin States to follow California's example of using innovative conservation programs to reduce demand and help stabilize water levels in Lake Mead — a message aimed at guiding collaborative solutions as new post-2026 Colorado River operating guidelines are developed.

Throughout 2025, the Coalition has addressed a wide range of important water supply issues in its editorial efforts. Topics have included California's persistently low Central Valley Project (CVP) allocations, the ongoing Bay-Delta Plan debate, including Healthy Rivers and Landscapes, the need for additional storage like Sites Reservoir, and a statement for the Water Blueprint for the San Joaquin Valley on Governor Newsom's signing of SB 72 to strengthen the California Water Plan. These timely, issue-focused pieces are written to ensure that farm water voices are heard in policy discussions and that the public understands the value of reliable water supplies for food production and local economies.

This year, to date, the Coalition has produced 19 editorial pieces, with 14 of them published — an excellent 74 percent publication rate. This success underscores the Coalition's commitment to elevating the farm water perspective and helping people learn more about California's water supply, conservation, and the future of farming throughout the state.

Presentations

CAIA - The Coalition gave a presentation to the California Ag Irrigation Association titled, "From Boomers to Zoomers: How the California Farm Water Coalition Swapped Facebook for Instagram and Grew a Fresher Following." The presentation focused on CFWC's strategy of using new and innovative communications platforms over the years, from highway banners to theater advertising to comprehensive social media campaigns. Facing the challenge of trying to reach a younger (18-44) age group, the Coalition adjusted its campaign to a platform more heavily used by this audience. In addition, social media posts were changed to a style suitable for younger people.

From 2022 to 2025, the Coalition's audience reach grew from 2.1 million to over 8 million. At the same time, the percentage of the Coalition's younger audience almost doubled from around 40% to about 80%, while the older, 45-65+ numbers declined from approximately 59% to about 22% of the total audience, a remarkable success.

MWD – The Coalition was asked to update the Metropolitan Water District's Ag & Tribal Partnerships ad hoc committee on Coalition activities. Following a brief history of the organization, I provided a short list of major organizational priorities, including SGMA and Groundwater Recharge, Post-2026 Colorado River Operational Guidelines, Bay-Delta Plan and Healthy Rivers and Landscapes, and outreach on the need for water storage and infrastructure investments. Lastly, I provided examples of the Coalition's social media activities, including Instagram reels as part of the Cultivate California program, our interactive exhibits at the Museum of Science and Curiosity, and our op-ed and informational pieces that are published by news outlets.