CALIFORNIA FARM WATER COALITION

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

TO: San Luis & Delta-Mendota Water Authority Board of Directors
FROM: Mike Wade, Executive Director, California Farm Water Coalition
DATE: December 4, 2023
RE: Program and Activities Update

ACWA Conference

November 28-30, 2023

ACWA Ag Committee Meeting

Scott Hamilton of the South Valley Water Resources Authority provided an update on the Water Blueprint for the San Joaquin Valley, in which he explained that moderate investments of up to $6 billion could solve San Joaquin Valley water shortages in the future. This one-time expense, according to Hamilton, would generate $4.8 billion in new revenue every year. Following Hamilton was Rob Doornbos of Weather Tools, Inc. Doornbos described proprietary software he's developed that has allowed him to accurately predict the amount of precipitation for the past seven years. Lastly, Dr. Amrith Gunasekara from the California Farm Bureau Federation presented an alternate way of water accounting that shows environmental water resources in the state more accurately portrayed as 80 percent of the state's total supply, with agriculture accounting for 15 percent and approximately 5 percent for urban use. DWR does not count uncaptured water because it is not part of the state's usable water supply, a difference from the accounting method used by Gunasekara.

Food Security Panel

CFWC participated on a panel discussing food supply and national security, focusing on the connection to California's water supply. Also on the panel were William Bourdeau from Westlands Water District and Tom Barcellos, a Tulare County Dairyman. The discussion centered around the importance of California agricultural production and the need for more reliable water supplies if Californians are to expect reliable, safe food supplies from local producers.

Fact Sheets

CFWC produced new and updated fact sheets (attached) depicting the volume of water consumption associated with the production of food that makes its way to consumers. Also presented was a new fact sheet titled, "Farm Water Café," which illustrates food products as a restaurant menu with water use in place of prices as well as water use in a variety of consumer items for comparison. The message of these fact sheets is that it takes water to grow our food, reminding consumers that they are the ultimate consumer of water used on the farm.

continued

Public Outreach Report – 1/1/23 – 11/22/23

CFWC works actively to fulfill its mission to educate consumers, public officials, and the media on the connection between farm water and the food we eat. We manage multiple outreach efforts, including paid social media and letter/opinion submissions to news publishers. Social media outreach includes internal content creation for both consumers and agricultural industry followers, as well as an industry-funded, branded public education program called “Cultivate California”. Social media programs are run on Meta platforms (Facebook and Instagram) and on X (formerly Twitter).

Through November 22, 2023, CFWC expended $142,102 on its combined digital outreach efforts. These programs reached 10,793,957 individual accounts (people engaged in Meta and X platforms), and generated 324,008 clicks by users seeking more information on farm water and our food supply. Our total click-through rate, or CTR, was 1.18%, compared to industry averages of around 0.53% for all education sector display ads. Our average cost per click for users engaged with our published content was $0.43 per person.

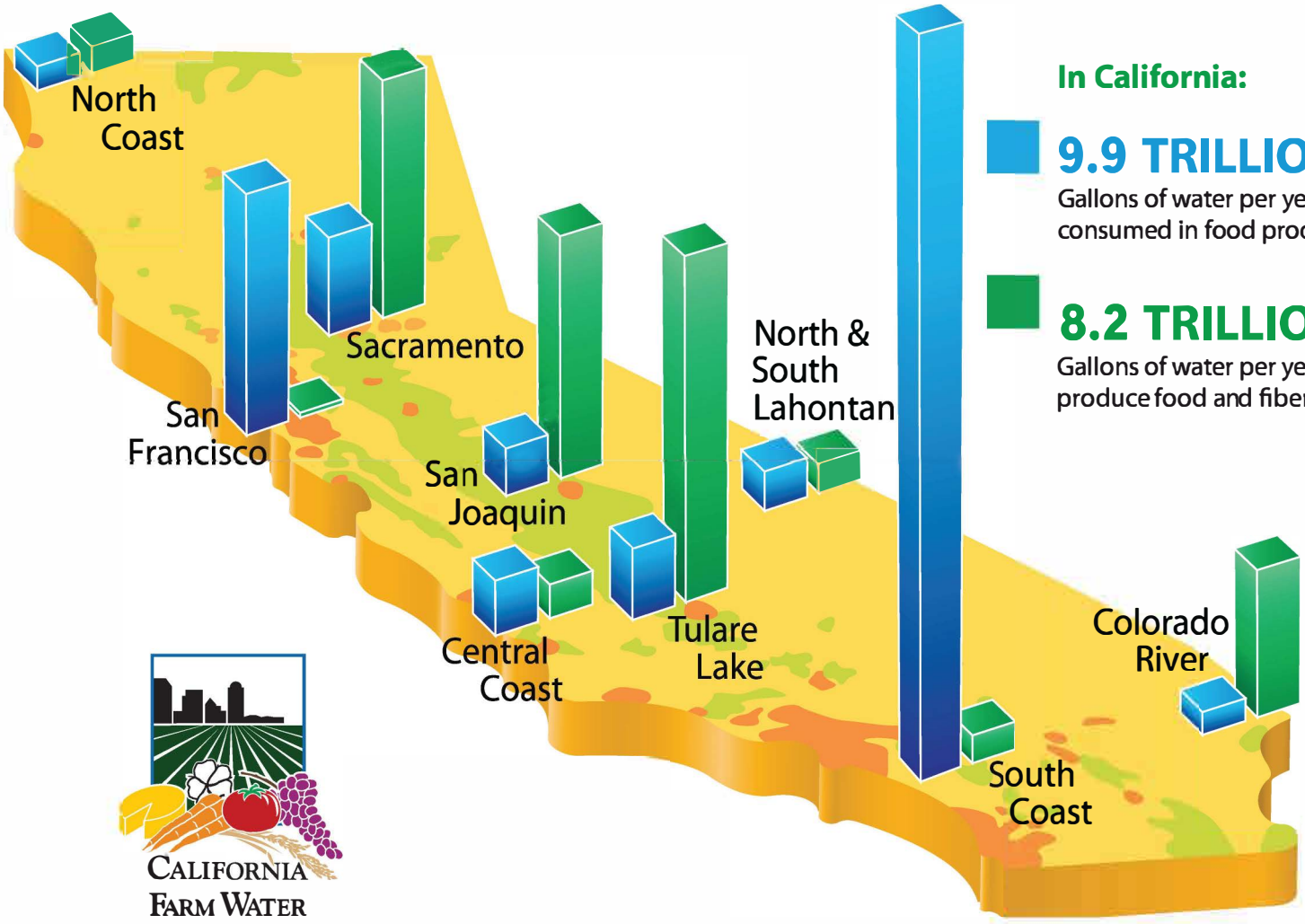
CFWC submitted 31 letters, articles, and opinion pieces to news outlets, commenting on agricultural water issues, with 19 of the submissions, or 61%, being published. Published content appeared in Bloomberg, the Sacramento Bee, CalMatters, Reuters, Pew, West Coast Nut magazine, the San Diego Union-Tribune, Agri-Pulse, and others.

WHERE does farm water go?

Updated for 2024

Water that grows farm products doesn't stay on the farm

It becomes part of the food we eat and clothing we wear. The green bars below represent the amount of water used to irrigate California's 7.8 million acres of farmland. The blue bars represent the water consumed as food by the people in each region.



In California:

9.9 TRILLION
Gallons of water per year consumed in food products

8.2 TRILLION
Gallons of water per year to produce food and fiber

CALIFORNIA FARM WATER COALITION

FOOD GROWS WHERE WATER FLOWS

www.farmwater.org
@farmwater
916-391-5030

DATA SOURCES:

Agricultural water numbers are based on depletion, or the amount of water used that is no longer available for other uses. Population figures sourced from SWRCB Water Boards Data Center. Water use is for 2019 water year.

Per capita water demands for food supply is from the Food and Agriculture Organization of the United Nations http://www.fao.org/nr/water/docs/WRM_FP5_waterfood.pdf

Farm Water Café

How many gallons of water does it take to grow your favorite foods in California?

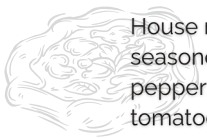
The water farmers use to grow our food doesn't stay on the farm.

Entrees

Gallons of Water

Chicken Fajitas — 456.7

Chicken seasoned in cumin, oregano, garlic and salt topped with onion, peppers, sour cream, & cheese served with a side of tortillas.

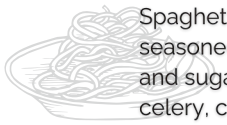


Margherita Pizza — 13.7 /slice

House made dough with tomato sauce seasoned with oregano, parsley, salt, pepper, and garlic, topped with tomatoes, cheese, basil, & olive oil.

Mixed Greens Salad — 23.5

Romaine salad topped with carrots, cucumbers, tomatoes, cheese, olive oil, salt, vinegar & sugar.



Spaghetti Bolognese — 365.1

Spaghetti noodles tossed in tomato sauce seasoned with garlic, oregano, onion, basil and sugar topped with beef, bacon, celery, carrots, cheese, olive oil, & vinegar.

Steak & Potato — 622.1

Steak cooked in butter served with a side potato.

Sub Sandwich — 169.6

Sliced turkey on a sub roll with mayonnaise, cheese, lettuce, and onion.

Lasagna — 434.8

Lasagna noodles with layers of seasoned tomato sauce, beef, and ricotta cheese.

Sides

Gallons of Water

Side Salad — 5.7

Romaine, cabbage, and lettuce salad topped with carrots & spinach.

Rice & Beans — 65.5

Rice and beans cooked in oil.

French Fries — 26.4

Potatoes cooked in oil.

Fruit Medley — 71.0

Medley of apple, grape, strawberry, cantaloupe, & oranges.

Beverages

Gallons of Water

Wine - California (6 oz)	29.9
Wine - French (6 oz)	45.2
Whole Milk (8 oz)	50.0
Orange Juice (8 oz)	20.9
Draft Beer (12 oz)	19.8

From farm to table, a reliable water source sustains the food we love, ensuring affordability, variety, and nutritional value for all.

11/2023

Sources: UN FAO, 2012; USDA FNS

California Farm Water Coalition

Everything Requires Water

From clothes to computer chips, everything requires water to produce.

Everyday items require water to manufacture, maintain, and power.

Automobiles

13,737–21,926 gallons

In 2022 nearly 47% of all automobiles, and between 40 and 50% of all the parts used in domestically-manufactured vehicles are imported.

200 GB of Internet Access

40 gallons

For every gigabyte of internet browsing consumers do, data centers across the globe require about 1/5 a gallon per gigabyte.

The United States engages in around **2.9 billion gigabytes of traffic every day.**

Leather Shoes

2,113 gallons

Nearly 96% of all of the shoes sold in the United States in 2021 were imported.

In 2022 alone, the U.S. imported more than 2.7 billion pairs of shoes.

This Sheet of Paper

1.3 gallons

Even this piece of paper has a water footprint! Offices in the United States use approximately 12.1 trillion pages a year, and the average person uses 600 pounds of paper every year.

Mobile Phones

3,190 gallons

The United States imports the vast majority of the smart mobile phones that consumers use on a daily basis.

In 2022, manufacturers shipped more than 1.2 billion smart mobile phones to retailers.

Electric Vehicle Charging

73,614 gallons

Charging an electrical vehicle requires water in addition to that required for vehicle manufacturing.

Over the lifespan of the electric vehicle, it will consume an estimated 73,614 gallons of water (.425 gallons/mile) for charging purposes.

Every year the U.S. imports more than 4.2 quintillion gallons, nearly 13.3 billion acre-feet of water embedded in the products we buy from overseas.

11/23

Sources: Water Footprint Network; U.S. EPA; U.S. International Trade Commission; Congressional Research Service

California Farm Water Coalition