



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

Board of Directors

Northern Region

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

North Central Region

Brett Lauppe
CoBank
Bill Diedrich
San Luis Water District
Joe Alamo
Turlock Irrigation 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
Wayne Western, Sec./Treas.
Hammonds Ranch
Mark McKean
Kings River Conservation District
Randy Record
Metropolitan Water District
Stan Lester
Lester Farms
Sheridan Nicholas
Wheeler Ridge-Maricopa WSD
Johnny Amaral
Friant Water Authority
Diana Westmoreland
California Women for Agriculture

Executive Director
Michael Wade

TO: San Luis & Delta-Mendota Water Authority Board of Directors
FROM: Mike Wade, Executive Director
DATE: August 5, 2024
RE: Program and Activities Update

San Joaquin Valley-based Outreach

Last month I reported on a new effort to bring more awareness to water issues in the San Joaquin Valley. As with much of our material, the first piece that ran makes the connection between farm water and our food supply.

From July 31 to August 5, CFWC's Instagram "reel", or short video, showed peaches being packed with a voice-over explaining that California grows more peaches than the 32 other peach growing states combined. It went on to say that it takes skilled workers and dependable water supplies to help get them to market.

Over the course of five days, the reel reached a total of 10,265 viewers, 61 percent of which were the result of the paid ad and 39 percent the result of organic sharing by Instagram users. The reel's reach was predominantly the 25-34 and 35-44 age groups, the target we were aiming for and more common for our Instagram efforts than the older audience we experience with Facebook.

This was a successful test, and future reels will be boosted with up to \$250 per placement to reach an even greater number of viewers.



Celebrating 35 Years of the California Farm Water Coalition

This year marks a significant milestone for the California Farm Water Coalition as we celebrate our 35th anniversary. Since its founding in 1989, the Coalition has been at the forefront of educating the public about the critical connection between farm water and our food supply, advocating for adequate and sustainable agricultural water supplies, and serving as a leader in California's irrigated agriculture industry.

Educating the Public is Essential

The Coalition was established with a clear mission: to increase public awareness of agricultural water issues and the importance of a reliable water supply for California's farmers. Over the past 35 years, the Coalition has successfully executed numerous programs and initiatives aimed at educating the public, policymakers, and the media.

Looking to the Future

No group of people deserve more credit for the success of the Coalition than the men and women who have served on the organization's board of directors. The foresight in the 1980s was clear on the need for fact-based public education and a consistent voice to deliver it. The broad experience among board members has included farmers, irrigation and water district board members, agricultural lenders, and farm-related business operators who were focused on telling irrigated agriculture's story. An ever-growing list of members who made financial commitments from day-one provided the resources needed to accomplish the organization's goals.

The California Farm Water Coalition's 35-year journey is a testament to the power of dedicated advocacy and the importance of public education in shaping sustainable water management practices. As we look to the future, we can be confident that the Coalition will remain a steadfast advocate for the agricultural community and a trusted resource for water education.

Colorado Water Congress Conference

I am teaming up once again with Dan Keppen of the Family Farm Alliance on August 20 in Colorado Springs to speak to members of the Colorado Water Congress. Our topic is "Ag Perspectives on the Colorado River and Food Security".

The presentation will help the audience understand the vital importance of California's Mediterranean Climate and its role providing specialty crops to the United States and our trading partners around the world. With global unrest, a history of supply chain disruptions, trade imbalance, and the risk posed by unsustainable foreign food production, we will share with the audience the importance of delivering reliable farm water supplies in the Western United States.