



# Member Board Report

March 2026

Effective March 1, the California Farm Water Coalition transitioned leadership to Michelle Paul as Executive Director, marking the beginning of the organization's next chapter. This month, we prioritized engagement with members and industry partners and participated in a wide range of water policy discussions with the media and collaborative groups. Mike Wade continues to support the organization on a part-time basis, providing continuity and ensuring a smooth transition.

## Public Relations

Media activity increased this month, with inquiries ranging from rising reservoir levels to the impacts of SGMA on agricultural communities. Mike Wade appeared on KTVU Channel 2 (Bay Area) to emphasize the importance of increasing groundwater storage, noting historically high reservoir levels as winter snowpack melts. CFWC also provided perspective to a rural media outlet on how data center development could affect farm water in the Delta and participated in a live episode of *AirTalk with Larry Mantle*, NPR's flagship affiliate for Los Angeles and Southern California.



Above: Mike Wade appears on behalf of CFWC on KTVU Channel 2 (Bay Area)

The Coalition also prepared an op-ed highlighting the benefits of SB 872, introduced by Senator McNerney, which would allocate \$300 million annually to repair aging water infrastructure. The piece underscores the importance of making federal water projects eligible for these funds. Once placed, CFWC will amplify it through its social media channels.

Media monitoring continued, with Golden Mussel, CVPIA implementation, Colorado River management, and federal funding for California water infrastructure drawing the most attention. We continued developing timely responses to keep the Coalition's perspective visible to policymakers and journalists.

### **Industry Collaborations**

CFWC's work with the San Joaquin Valley Blueprint continued as we participated in strategic discussions to prepare for upcoming Board conversations, develop fact sheets, and shift outreach toward more visually driven social media content in place of text heavy email communications. We also focused on fundraising and membership growth. In parallel, early planning is underway to organize agricultural engagement in the forthcoming California Water Plan update process.

CFWC staff also engaged with industry stakeholders to identify opportunities to amplify our voice and add value in telling farm water's story. We established a regular cadence of meetings with Western Growers' external communications team, and collaboration opportunities will continue to evolve. Additionally, CFWC provided a farm water update to the Organic Advisory Committee at the Almond Board of California and began building relationships with its communications team and growers.

### **Membership Engagement**

Engagement with member districts and water agencies continued, ensuring member priorities and regional concerns are accurately reflected in CFWC's policy positions and media engagement. This included participation in Imperial Irrigation District's board meeting and an extended tour with the district staff. We also presented at Arvin-Eddison Water District's Board meeting, Friant Water Authority board meeting, and attended the Western Canal Water District's annual meeting. We will continue to prioritize in-person engagement with CFCW's membership for the remainder of the year.

### **Social Media Activity**

February was another strong month for social media activity, as reflected in the charts below. Data includes activity across all platforms for CFWC's social channels (@cultivateca, @farmwater).

<b>Total for all social platforms</b>	<b>February 2026</b>	<b>Year to Date</b>
Posts	8	21
Views	1.2 m	3 m
Reach	623.5k	1.4m
Interactions	26.2k	63.8k
Follows	8.9k	21.6K
Profile Visits	17.9k	42.8K

<b>Paid advertisement breakdown</b> <i>(Instagram and Facebook only)</i>	<b>February 2026</b>	<b>Year to Date</b>
Impressions	536k	1.43m
Engagement	260.33k	586.3K
Link clicks	14.2k	32.7K
Click through rate (CTR)*	2.6%	2.28%
Cost per click (CPC)**	\$0.61	\$0.69

\*Average is 0.9 to 1.5%

\*\*Average is \$0.50 to \$1.00

Top performing posts in February:



Behind the Scenes:  
Bar 20 Dairy  
Reach: 78.4k  
Follows: 1.3k



@lexasnoms  
collaboration  
Reach: 33.3k  
Follows: 1.3k



Bar 20 Cow Care  
Reach: 43.4k  
Follows: 1k